

MARY KATE MURPHY

MARKETING / COMMUNICATIONS

Summary

An up-and-coming creative mind in the marketing and advertising field with a passion for growing companies and preserving the environment. With a background in social media, copyediting, and promotional writing I am eager to help connect companies with their consumers in a meaningful sustainable way.



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Boston, MA



<https://www.linkedin.com/in/mary-kate-murphy-4bb8a9266/>

Skills

- Graphic design
- Google Ads
- Google Analytics
- Creative problem solving
- Campaign planning
- Event planning
- Customer service

Education

MARKETING COMMUNICATIONS/ ADVERTISING

Endicott College
2020-2024

SECONDARY SCHOOL

Concord-Carlisle Regional High School
2016-2020

Extra circulars

NSAC

2023- Integrated marketing campaign for
Indeed.com

Endicott varsity volleyball

2020-2022

Experience

SOCIAL MEDIA/ MARKETING INTERN

Pigeon Cove Ferments
2023

- Attended and planned marketing events
- Audience research
- Photography for social platforms
- Research on competition and curated ways to compete with similar companies

SOCIAL MEDIA/ PROMOTIONAL WRITING INTERN

BA Iced Coffee
2023

- Blog writing
- Social listening
- Instagram graphics

MARKETING / ANALYTICS INTERN

SHP Financial
2022

- Database administration and website design
- Event planning
- B2B and B2C marketing experience

RESIDENT ASSISTANT

Endicott College
2022-2024

- Mediation
- Management