

Nicholas R. Murphy

Marketing Strategist • Chicago, IL • [Work Portfolio](#) • nickmurphy177@gmail.com • 314-665-5700

EDUCATION

Indiana University | Bloomington, IN
Major: Creative Advertising, Marketing

GPA: 3.5

Organizations: *The Ad Club, Phi Delta Theta*

PROFESSIONAL EXPERIENCE

Energy BBDO | Chicago, IL

May 2024 – August 2024

Strategy Intern

- Led winning campaign strategy in a creative pitch competition to the Jack Daniel's global marketing team, building a comprehensive social media blueprint informed by clear insights and data analytics
- Worked alongside brands like Pearle Vision, Cooper Vision, and MD Anderson, facilitating in-depth competitor reviews and consumer research to drive creative thinking in the right direction
- Inspired 'Audit GPT,' an advanced AI tool for competitive brand analysis, visually quantifying competitors via a power ranking system. Is being presented to Omnicom's Global Tech VP for broader implementation.
- Updated company health and wellness reports weekly, contributing blurbs about self-care by debuting interesting updates and topics
- Launched a "care audit" for Pearle Vision, leveraging AI in an innovative way that has since been adopted by the strategy team

St. Louis CITY SC | St. Louis, MO

May 2023 – August 2023

Copywriter Intern

- Ideated, built, and visually presented potential content concepts and activation opportunities for both social and marketing teams to execute, contributing to our CITY2, EAF24, Hispanic Heritage Month, League's Cup, and more activations which the club used
- Tasked with the rebranding of our CITY FUTURES program, an innovative initiative aimed at nurturing youth talent and promoting soccer development in local communities by successfully presenting a restructuring strategy to the board which was adopted
- Wrote and revised copy for several of our e-mail campaigns, CITY2 social media, company newsletters, and published website articles, maintaining the pillars of our brand who was named MLS's "Marketing Club of the Year"

Drug Intervention Institute | Charleston, WV (Remote)

May 2024 – August 2024

Marketing Consultant

- Collaborated with the West Virginia Drug Intervention Institute to develop a comprehensive marketing strategy targeting Greek Life Programs on college campuses, promoting the ONEbox™ and its overdose response solutions.
- Designed educational sessions and marketing materials to inform potential purchasers about naloxone accessibility and the benefits of the ONEbox™, while providing ongoing support to the Drug Intervention Institute's staff
- Presented the ONEbox™ at the NGLA conference, informing Greek life leaders nationwide about naloxone accessibility

LEADERSHIP & INVOLVEMENT

Copa Del Greek – ALS Campaign | Bloomington, IN

October 2021 – May 2024

Campaign Founder and Strategist

- Established an integrated philanthropy campaign in support of ALS research, raising **\$200,000+** for the ALS Indiana Chapter and LiveLikeLou organizations over the course of three years leading Phi Delt to become the **#1 ALS fundraising chapter in the world**
- Developed a social media strategy that garnered over **590,000 impressions**, receiving national recognition from the ALS Society, National Interfraternity Council, and even NBA Player Eric Gordon in support of the event
- Attracted corporate sponsors such as **LineLeap** through building a strong brand identity, a purposeful mission, and an engaging story in route to selling over 3,000 tickets and being the most interactive Greek philanthropy event on Indiana University's campus

Neurocritical Care Society | St. Louis, MO

June 2022 – March 2023

Media Consultant

- Strategized, organized, and assembled a revised creative brand approach for World Coma Day 2023, adding creative components to the campaign which helped to raise over **\$35,000** which was over **7x more** than the previous years combined
- Developed manual, instructions, and templates for medical specialists around the world, teaching them how to properly broadcast their presentations for World Coma Day with the new integrated/creative materials
- Worked with the NCCS marketing team to maximize World Coma Day's brand effectiveness, revising design choices, strengthening a call-to-action, and ultimately maximizing the effectiveness World Coma Day has on its audience of thousands across the world.

INTERESTS

Lebron James | Stand-Up Comedy | DJ - Music Production | Ohio State FB | Always Sunny | Margaritaville | Gym