


DANIELLE MURRAY


DIGITAL CONTENT PRODUCER/MARKETER

PROFILE


Dynamic and results-oriented Digital Content Producer and Marketer with a proven track record of leveraging a diverse skill set to drive brand engagement and achieve marketing objectives. Proficient in photography, videography, website design, brand management, and digital marketing strategies. Demonstrated ability to conceptualise, create, and distribute compelling multimedia content across various platforms to enhance brand visibility and foster audience engagement. A strategic thinker with a keen eye for detail and a passion for staying abreast of emerging trends in digital media and marketing. Skilled in campaign development, Adobe Creative Suite, and SEO/SEM marketing. Known for collaborating effectively with cross-functional teams to execute integrated campaigns that deliver measurable results.

CONTACT

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 www.daniemurray.com

 Lucan, Co. Dublin

EDUCATION

BSc Sports Science
Limestone University
2016-2020

Professional Diploma - Digital Marketing
University College Dublin
August 2021 - March 2022

WORK EXPERIENCE

Digital Content Producer

Freelance

June 2021 - March 2024

- Conceptualised, created, and managed engaging and shareable content across multiple platforms, including social media, blog posts, videos, and infographics.
- Demonstrated a deep understanding of target audience preferences.
- Collaborated with cross-functional teams, including designers and marketing specialists, to develop visually appealing and cohesive content that adhered to brand guidelines.
- Researched and implemented SEO strategies to improve organic search visibility by utilising analytical tools, such as Google Analytics and social media insights, to track performance and adjust content strategies accordingly.
- Created and maintained an editorial calendar, ensuring consistent content delivery and a diverse mix of content types.
- Developed and executed content marketing campaigns.
- Produced high-quality written content, optimising readability and SEO while maintaining a consistent brand voice.
- Collaborated with influencers and brand partners to create sponsored content, increasing brand exposure and generating revenue.
- Stayed up-to-date with industry trends and emerging platforms, allowing for the timely adoption of new content formats and techniques.
- Develop, integrate and design websites for influences and brands - keeping them up to date.

Brand Activation /Events Manager

Wholefoods Wholesale

November 2022 - March 2024

- Led the development and execution of brand activation strategies, ensuring consistent brand messaging and alignment with marketing objectives.
- Managed cross-functional teams, including designers, copywriters, and event coordinators, to deliver creative and impactful brand activation campaigns.
- Conducted market research and competitor analysis to identify opportunities and trends, resulting in data-driven strategies that enhanced brand visibility and market share.
- Collaborated with marketing and sales teams to define clear objectives and key performance indicators (KPIs) for each brand activation campaign.
- Planned, organised, and executed successful experiential marketing events, trade shows, and product launches, exceeding attendance and engagement targets.
- Oversaw the creation of visually appealing and cohesive brand materials, including promotional materials, signage, and digital content, using Adobe Creative Cloud and other design tools.
- Managed budgets, negotiated vendor contracts, and optimised resource allocation.
- Monitored and reported on campaign performance, tracking KPIs and ROI, and used the insights to make data-informed adjustments for future initiatives.
- Fostered strong relationships with brand partners and key stakeholders, resulting in increased collaboration and brand loyalty.
- Conducted post-campaign assessments and delivered comprehensive reports to evaluate the success of each brand activation initiative, identifying areas for improvement.
- Implemented feedback loops to continuously improve brand activation strategies and processes, enhancing the efficiency and effectiveness of future campaigns.
- Demonstrated a passion for innovative marketing techniques and staying up-to-date with industry trends to ensure the brand's position as a market leader.

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CORE COMPETENCIES

- Client communication and relationship management
- Crisis management and reputation building Collaborative leadership
- Video post-production (colour correction, etc) Camera operation (DSLR, mirrorless)
- Sound recording and editing
- Drone videography
- Analytics and data interpretation
- A/B testing and optimisation
- Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro, After Effects)
- Canva or other design tools
- Visual branding and logo design
- Infographic design
- Photo manipulation and compositing
- Client consultation and negotiation Cross-functional team collaboration

PROFESSIONAL CERTIFICATES

- HubSpot Content Marketing
- Google Ads
- HubSpot Inbound Marketing
- Google Analytics Certification

REFERENCES

Available upon request

WORK EXPERIENCE CONTINUED

Photographer/Videographer

Freelance

June 2021 - March 2024

- Utilise technical expertise to compose and capture a wide range of photography/videography, including portraits, events, landscapes, music concerts and product shots.
- Collaborate closely with clients to understand their vision and deliver visuals that align with their goals. Edit and retouch photographs using Adobe Creative Suite (Photoshop, Lightroom, and occasionally Illustrator) to enhance image quality and aesthetics.
- Edit, colour grade and enhance video using Adobe Premiere Pro, Capcut, Da Vinci, Final Cut, and others.
- Manage photography equipment, ensuring proper maintenance and operation.
- Execute shoots in various settings, including studios, outdoor locations, and on-site at events. Maintain a portfolio of diverse work on www.danienmurray.com
- Create marketing materials and promotional content for the studio or business, including brand photography.
- Demonstrated the ability to work under tight deadlines while maintaining the quality of the final product.

Digital Marketing Assistant

Internship - USIT Travel

April 2022 - August 2022

- Developed and managed digital marketing campaigns Optimized content for the website and social networking channels - LinkedIn, Facebook, Twitter, Instagram, etc
- Set up and ran two Snapchat Ads accounts for two brands, and ran a series of ad campaigns that resulted in over 5.5k website page views (USIT).
- Tracked the website traffic flow and provided internal reports regularly
- Created events on Eventbrite and marketed both organically and through paid advertisement Analyzed and evaluated the performance of end-to-end marketing campaigns.
- Planned, executed, and measured experiments and conversion tests
- Presented campaign performance data to marketing team
- Created email marketing campaigns using Mailchimp, Sendinblue, etc
- Actively worked across 2 bands, increasing awareness of each brand in markets across the UK, Ireland, and the USA. Facebook page visits increase 54.7%, Instagram profile visits increase 16.2%, and organic post reach increase 20.2% (compared to the previous 3 month period for USIT). Facebook page reach increased 21.5%, Instagram profile visits increased 10.7%, and Instagram followers increased 12% (compared to the previous 3 month period for BUNAC).

Content Creator

GSS Media - Internship, New York

May 2022 - August 2022

- Captured content from various events - sport, art, NFT Organized, conducted and captured interviews relevant to ongoing campaigns
- Targeted content to specific audiences and focused on trending topics
- Distribution and promotion of assigned projects
- Created various content types (Instagram Reels/Tiktok Videos/Pictures) with relevant tone and style, adhering to the respective style guides
- Worked closely with brand clients and internal marketing team to develop in depth, original, and highly entertaining content
- Managed the end-to-end video production process, including pre-production planning, storyboarding, filming, editing