



ERIC MURPHY

Graphic Design | Marketing | Content Creation



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SUMMARY:

I am a Graphic Designer and Marketing Director with 10 years of experience in hospitality, tourism & B2B; An adaptable & charismatic professional who specializes in conceptualization, content management & creation, and brand management & development.

SOFTWARE:

Adobe Creative Suite, Photoshop, InDesign, Lightroom, Adobe Premiere, Microsoft Office, Microsoft Dynamics, Videoleap, Canva, Salesforce, Monday.com, Basecamp

EDUCATION:

Bachelors Degree in Graphic Design

Full Sail University, Winter Park, FL (2009-2013)

Graduated Salutatorian with 14 Course Director Awards

VOLUNTEERISM:

Fundraiser at Billings Forge: Volunteer server

RELEVANT EXPERIENCE:

Creative Director @ AdSpaceUSA

06/2022 – 09/2023

- Contact clients to receive graphics & approvals
- Coordinate possible sales opportunities with clients by meeting with the sales department to maximize client acquisition and retention.
- Design advertisements, placemats, mugs, menus for clients and partners.
- Shoot, edit and post video or curate photos for client social media in accordance with client brand standards
- Implement best practices throughout the graphics department to ensure quality and a streamlined process from start to finish
- Manage multiple projects simultaneously while meeting deadlines consistently
- Manage all incoming client and partner graphics for dissemination to diners, local schools and other locations

Marketing Director @ Nature's Art Village

12/2019 – 12/2021

- Design graphics, signage, cutouts, logos, digital, etc. for all campus concepts
- Generate and edit video content for social media
- Organize and develop park events
- Create community outreach to involve the local area in our business (campgrounds, hotels, banks)
- Marketing which resulted in only a 20% drop in sales during a global pandemic. Followed by the most successful fiscal year to date recouping any losses as a result of the pandemic
- Develop a marketing budget with detailed account of allocation of funds

Graphic Designer @ Locals 8 Restaurant Group

04/2013 – 10/2019

- Design results driven print & digital materials including but not limited to business cards, gig posters, tap takeover collateral and menus using the Adobe Creative Suite
- Pre-press and ordering/deciding on print materials from various printing companies.
- Event Photography & editing, Logo Design & Brand standards guides
- Event planning and trade show booth design
- Live Stream events
- Press release development & review responses