

## David J S Murphy

**Personal Information** I am a digital professional with a passion and expertise in online advertising, data visualisation & analytics and reporting dashboard creation. I always aim to tackle problems in a creative and enthusiastic manner, whilst also applying great attention to detail, technical scoping and communication skills. I am continually learning and looking at how things can be optimised, whether they be campaigns, strategies, processes, people etc.

**Prominent Attributes**

- Ability to present and persuade using quantitative data in a clear and concise manner
- Collect, understand and transform user needs/requirements into valuable/relevant outputs
- Deadline-oriented, goal driven, self-motivated and composed under pressure
- Enthusiastic and well-organised with excellent communication and leadership skills
- Excellent computer skills (MS Office, VBA, SQL, Access)

**Career Objective** I seek to build upon a very credible background in both the theoretical, practical and technical sides of the online advertising industry. Having already acquired strong foundations in email marketing, online sales, analysis and digital retail I aim to progress my career forward by capitalising on my skills and expanding into a strategic and leadership role.

**Employment** *Aril 2012 – Present* <http://yahoo.com.au>  
**Yahoo!7 - Sales & Reporting Analyst**

**Yahoo!7 is a joint venture between American Yahoo! Inc and Australian Channel 7, combing the two's strengths in online advertising and content generation.**

*Synopsis* *Primarily supporting senior internal stakeholders across the business (Premium Display, Direct Response and Search), by analysing various sets of data at the macro and micro level, and building autonomous BI dashboards and tools.*

*Responsibilities*

- Consult with Stakeholders (essentially internal clients) to draw out their reporting and analytic needs, actualise them and then educate them on their use if necessary. Also to 'sell' stakeholders on new ideas and analysis to increase adoption and uptake.
- Build data systems and processes to effectively manage and scale reporting and analysis
- Perform ad hoc and ongoing analysis for key stakeholders e.g. exec team, clients, Account Managers, Editorial etc.)
- Understand in depth all of the data sources available to provide accurate/relevant insights

*Achievements*

- Created, from scratch, robust and granular databases for each are of the business areas
  - E.g. DR database is at 90m+ rows of data and counting –allowing one data pull to service all queries, instead on countless ad hoc ones
- Built, managed and trained for 30+ Tableau and Excel Dashboards and tools to service analytical needs of business
  - Leading to less time building data views, and more time to analyse and enable effective positive change
  - Shortening the gap between questions and answers from hours/days to minutes/seconds

**Employment** *August 2010 – March 2012* <http://yahoo.com.au>  
**Yahoo!7 - Senior Direct Response Strategist**

*Synopsis* *Primarily supporting AU agencies and their clients through campaign planning, delivery management and detailed analysis, whilst helping grow and develop Yahoo!7's DR product.*

*Responsibilities* *Similar roles and responsibilities as previous role – additional details are below:*

- Plan and manage 30+ campaigns at any one time (emitch, Amnesia, Profero, OMD)
- Train and mentor AU team members and NZ counterpart remotely
- Build and maintain DR metric database to fuel numerous analytic tools I created e.g. senior management dashboards, campaign analysis, network health insights etc.
- Knowledge share best practices from EMEA markets to further enhance local DR offering
- Develop strong and direct client relationships to work together in improving campaign performance and achieving their goals

*Achievements*

- Developed more complex automated Tableau & Excel templates; reducing reporting time by 85%, whilst increasing consistency, accuracy and quality – allowing the small team to scale easily
- Creating detailed campaign database, which leveraged all campaign data quickly and easily. Leading to many possibilities for micro and macro insights across our network from one reliable source.
- Championed and implemented numerous initiatives to improve network yield, campaign performance and increase client spend – backing them up with tangible data and results

September 2009 – August 2010

<http://www.yahoo.com>

### **Yahoo! - Direct Response Analyst**

**Yahoo! Inc. is an American public corporation that provides Internet services, best known for [web portal](#), [search engine](#), [Yahoo! Mail](#), [Yahoo! News](#) and [advertising](#).**

#### *Synopsis*

*Primarily supporting UK agencies and their clients through campaign planning, delivery management and detailed analysis.*

#### *Responsibilities*

- Plan and manage 25+ campaigns at any one time (COI, I-Level, 24/7 Media, OMD)
  - Creative allocation, demographic and time targeting
  - Audience, data and pixel targeting allocation
  - Regular report generation, feedback and meetings with clients
- Lead regular internal meetings with various teams to report on campaign performance, issues and revenue generating opportunities
- Feed back to Media Buying team on the quality of publisher inventory and data
- Created Excel tools to easily gain macro and micro views of all campaigns for easier and quicker analysis and optimisation
- Created Tableau templates for team to ensure further accurate and detailed analysis of campaigns with regards to behavioural targeting, audience and data segments, time targeting, frequency buckets etc.
- Constantly exceeded key account performance goals, securing upweights as a result
- Regularly training team on advanced Excel techniques to increase team efficiencies

#### *Achievements*

October 2009 – April 2010

<http://www.direct2drive.com/>

### **Direct2Drive (US) – Freelance Analyst**

**Part of IGN Entertainment and Fox Interactive Media (FIM), whose primary focus is selling digital downloads of full PC and Mac video games.**

#### *Synopsis*

*Facilitating regular and ad hoc reporting, analysis and presentation requests for senior management in the US on a remote and freelance basis. Collating data from numerous sources e.g. Omniture, Google Analytics, in house reporting systems etc. Turning data into information and insights to be used for strategic planning, publisher meetings and reviews of services and products such as emails and promotions.*

July 2007 – July 2009

<http://www.newscorp.com>

### **Fox Interactive Media – EMEA Revenue Analyst**

**Fox Interactive Media (FIM) oversees the Internet business operations and new media acquisitions of media giant News Corporation, including [MySpace](#) and [IGN](#).**

#### *Synopsis*

*Advertising revenue reporting and forecasting to senior management and Network sales team, and campaign monitoring and optimisation.*

#### *Responsibilities*

- Built and managed regular & ad hoc in depth yet easy to read reports, presentations and field questions for senior management e.g. revenue, user metrics, Google, operational efficiency, forecasting, ROI etc.
- Constantly identify and make recommendations on revenue generating opportunities
- Wide range of analysis on revenue, campaign performance, operational efficiency etc.
- Provide in depth competitor analysis of digital distribution vs. IGN's [D2D](#) offering
- Responsible for Adjustment Executive within the MySpace team
- Fully knowledgeable of the FIM ad server; FIMServe, acting as a regular point of contact

#### *Achievements*

- Aid in resolving billing queries between sales team and finance
- Created D2D & IGN publisher database and weekly sales reports
- Streamlined numerous processes significantly with VBA macros e.g. a 3 hour a week process now a 5 minute process also with increased accuracy and extra functionality
- An [Operative](#) super user, in the implementation discovery sessions and EMEA launch
- Key stakeholder and user in the rollout of FIM's Data Warehouse, regularly liaising with US engineers to problem solve, localise and generate reports
- Set up the Class 2 (CPA/CPC) part of the EMEA business

September 2005 – July 2007

<http://www.e-dialog.com>

### **e-Dialog UK Ltd. - Campaign Associate**

**A London based company providing advanced e-mail marketing and database technologies, products, strategies and services for permission-based e-mail marketers.**

#### *Synopsis*

*Management of clients email campaigns from creative, coding, copy, QA, data, deployment, monitoring and continual improvement. Primarily [Tesco.com](#)'s and [British Airways](#)' many campaigns working closely with their databases and e-Dialogs proprietary technology. Also heavily involved in the expansion of my team of peers via training and process creation.*

**Education**

2002 - 2005

[Lancaster University](#)

Lancaster

- **2.1 BSc. Marketing degree**
- Institute of Direct Marketing certificate in Direct Marketing Principles
- Institute of Direct Marketing certificate in Absolute Essentials of Direct Marketing Online
  - Strategic Marketing
  - Marketing Analysis
  - Marketing Simulation
  - Direct Marketing
  - Advertising Theory and Advertising Management
  - Marketing Research and Consultancy Project
  - Retailing in the 21st Century
  - Organisational Buyer Behaviour and the Management of Marketing
  - The Politics of Global Danger

**A Levels:** B - Business Studies      B - English Language      Pass - [Young Enterprise](#)  
B - Physics      C - General Studies

**GCSE's:** 5 A's, 3 B's, C (including an A for Maths and a B for English Language)

**Training:** **Time management** – [Hemsley Fraser](#)      **Advanced Excel** – [2e2 Training](#)  
**Project management** – [Indigo Business](#)      **SPIN sales** – [Huthwaite](#)  
**Leadership** – Yahoo!7 internal

**Activities & interests**

I am writing and managing a personal graphic novel project under my company, Omni Consumer Comics, which requires me to handle several freelance conceptual artists. This is a great outlet for my imagination, nurtures my creative and people management sides and is a great learning curve for setting up and managing a business - <http://www.en-mercs.com/>. I also enjoy reviewing restaurants, films and video games in my spare time on my blog.

**References**

*Available upon request*