

DAVID MURPHY + CURRICUIUM VITAE

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CAREER OBJECTIVE: Digital professional seeking to continually build upon a strong foundation of skills and experience in online advertising

SUMMARY:

I am a digital professional with a passion and strong expertise in **online advertising**. I always aim to tackle problems in a **creative, informative** 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. to achieve the best results possible for those involved.

CAREER:

YAHOO!7 : SALES & REPORTING ANALYST

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

YAHOO!7 : SENIOR DIRECT RESPONSE ANALYST

Similar to the UK role, but in a more senior capacity; helping build the foundation for Yahoo!7's DR offering in market and training incoming staff.

YAHOO! : DIRECT RESPONSE STRATEGIST

Primarily supporting UK agencies and their clients through campaign planning, delivery management and detailed analysis. Planned and managed 25+ campaigns at any one time. Leading regular internal meetings with various teams to report on campaign performance and revenue generation.

IGN : FREELANCE ANALYST

Facilitating regular and ad hoc reporting, analysis and presentation for senior management in the US on a remote and freelance basis. 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.

MYSPACE : EMEA REVENUE ANALYST

Advertising revenue reporting and forecasting to senior management and Network sales team, and campaign monitoring and optimisation. Constantly identify and make recommendations on revenue generating opportunities and process streamlining.

e-Dialog : CAMPAIGN ASSOCIATE

Management of client's 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:

 **LANCASTER UNIVERSITY**
2.1 BSc. in Marketing:

- *Direct and Strategic Marketing, Market Research & Consultancy, Advertising Management, Politics of Global Danger, 21st Century Retail*

- Time Management - *Hemsley Fraser*
- Project Management - *Indigo Business*
- Leadership - *Yahoo!7 Internal*
- SPIN Sales - *Huthwaite*

CLIENTS:

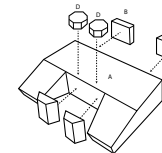
A small sample of clients that I have worked with throughout my career:



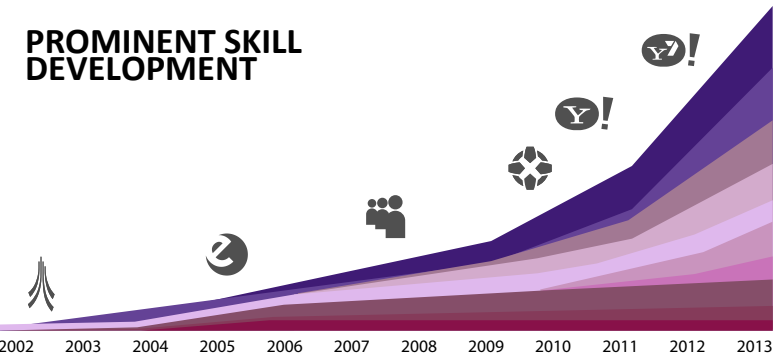
ABOUT ME:

 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 - www.en-mercs.com

I write for my own data visualisation blog, **datasaurus-rex.com**, creating and commenting on new insights and ways to present data

 I also enjoy making **papercraft** in my spare time, making more and more complex things

PROMINENT SKILL DEVELOPMENT



EXCEL
TABLEAU
BI DASHBOARD/
TOOLS BUILDING
DIRECT RESPONSE
COMING UP WITH
AWESOME IDEAS
MS ACCESS
SQL
ACCOUNT MANAGEMENT
PROJECT MANAGEMENT
EMAIL MARKETING

REFERENCES:

Available upon request