

MAGGIE MURPHY

CONTACT

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in maggie-murphy

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EDUCATION

- University of Nebraska-Lincoln
- Bachelor of Science in Textiles, Merchandising, and Fashion Design-Communications
- Graduated May 2023

SKILLS

- **Digital Marketing:** Social Media Strategy, Paid Social Advertising, Email + SMS Marketing Campaigns, Analytics & Insights, Content Creation
- **Creative Tools:** Adobe Creative Suite, Canva, CapCut
- **Brand Storytelling:** Campaign Planning, Social Media Storytelling, Brand Voice/Identity, Customer-centered Storytelling
- **E-Commerce + Technical:** Shopify, Meta Business Suite, Meta Ads Manager, Google Ads + Analytics

Social Media & Marketing Strategist

March 2022 - current

Mauve Clothing | Omaha, NE

- Develop and execute integrated social media strategies to increase engagement, brand awareness, and sales
- Lead weekly new arrival launches from backend operations to front-facing promotion, including inputting inventory into Shopify, content creation, SMS marketing, and email campaigns
- Manage paid social campaigns through Meta Business Suite, optimizing performance through testing and analytics
- Maintain cohesive brand voice and visual direction across all digital platforms to strengthen brand positioning
- Collaborate with team members to align marketing initiatives with merchandising goals, seasonal promotions, and in-store events
- Conceptualize and support community-driven in-store events to increase customer retention and loyalty

Director of E-Communications

January 2021 - December 2022

Delta Gamma Sorority | Lincoln, NE

- Managed weekly content creation for the chapter's social media platforms (primarily Instagram)
- Maintain and updated the chapter's website and email list to ensure timely and consistent communications

Social Media Director

May 2019 - August 2019

Four Sisters Boutique | Omaha, NE

- Tracked engagement analytics across multiple social media platforms
- Engaged with micro-influencers and customers to strengthen brand presence
- Created and scheduled weekly content