

TROY MURPHY

RESUME

MARKETING

AUDIO PRODUCTION

EVENTS project management

team management

TRAINING CUSTOMER SERVICE

BUSINESS SYSTEMS

SOCIAL MEDIA

CONTENT CREATION MEDIA

journalism

radio DESIGN

VIDEO PRODUCTION

administration

data analysis NEWS

STRATEGIC PLANNING

WEBSITE DESIGN PUPPETRY

script writing

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REFERENCES

David Tunnicliff
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Rai Santana
DG Institute Manager
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Andrew Creagh
Founding Editor
DNA magazine
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CAREER SUMMARY

Experienced professional with a diverse background in marketing, data analysis, graphic design, systems-based training, product implementation, journalism specialising in news and politics across print, digital, radio and video media. Passionate about everything I put my mind to, with a proven track record of success in social media and content creation, especially in corporate and community-driven fields. A natural critical thinker and effective communicator.

VOLUNTRY WORK

From my high school years until now, I have honed my broadcasting skills through extensive volunteer work as a radio broadcaster. My focus has been on delivering engaging news, conducting interviews, conducting research, and analysing political issues with a educational and sometimes lighthearted, humorous twist. Additionally, my experience in this field extends to station management, audio production, program producing, website development, podcasting, and implementing a podcast/on-demand platform. I have also had the opportunity to train other presenters, which has further strengthened my leadership and communication abilities.

WORK HISTORY



ART DIRECTOR / SOCIAL MEDIA MANAGER STAR OBSERVER NEWSPAPER 2005 - 2014

As the head Graphic Designer and Art Director Coordinator for the Sydney and Melbourne-based Star Observer publications, a former weekly newspaper turned monthly print magazine, my role included the coordination of editorial and sales teams to ensure deadlines were met, along with designing the publication and managing other designers in the creation of the publication. Additionally, the role included the development, management, and creation of social media content to maintain brand consistency and grow engagement.

- Graphic design/Art direction
- Digital publication marketing
- Website management
- Social media management
- Content creation
- Community management
- Photoshoot management
- Article writing/news reporting



ART DIRECTOR / SOCIAL MEDIA MANAGER DNA MAGAZINE 2014 - 2018

Working as the Art Director and Social Media Manager for an internationally published magazine in a fast-paced environment, governed by tight daily deadlines, required structure and discipline. This included setting up multiple processes to streamline workflow between editorial teams, sales teams, content creators, and management of models, all while managing brand integrity, designing the magazine layout cover-to-cover, creating daily digital content, and analysing data to ensure the right content was delivered to the consumer.

- Graphic design/Art direction
- Photoshoot management
- Video production
- Community management
- Influencer and model coordination
- PR, Creative writing, and copywriting
- Digital publication marketing
- Website management
- Social media management
- Article writing/news reporting
- Content Creation



SOCIAL MEDIA, SPONSORSHIP & MODEL MANAGER AUSSIEBUM 2018 - 2019

Specialising in social media content creation and strategic planning, along with model management for brand and influencer marketing.

- Content creation
- Video editing
- Live stream broadcasting
- Marketing copy, newsletters and media releases
- Influencer community and model coordination
- Social media management



SOCIAL MEDIA, GRAPHIC DESIGN & BRAND MANAGEMENT DG INSTITUTE 2019

Initially employed by DG Institute to take over the role of Marketing Manager as the current manager was moving to a newly created role in the business. My responsibilities at DG Institute were to streamline brand management and ensure consistency across the business's corporate look and feel. This included all social media, videos, sales correspondence, marketing material, products, live events, training, along with video and presentation production.

- Social media strategy
- Social media analysis and growth
- Strategic planning - product and marketing
- Brand management
- Content creation
- Video editing
- Blog and article writing
- Marketing copy and media releases
- Media Training

Reason for leaving: Whilst I enjoyed working at DG Institute, I was offered a considerable pay increase to take on



MARKETING MANAGER THE INSTITUTE OF APPLIED PSYCHOLOGY 2019-2020

Employed as Marketing Manager employed to streamline the brand management, as well as digital marketing and ensuring consistency across social media, sales correspondence, products, live events, training website and marketing material, along with video and presentation production.

There I also helped improve information sessions so they were marketed towards sales results and the trained sales team in understanding marketing and better understanding customer needs.

- Social media strategy
- Social media analysis and growth
- Strategic planning - product and marketing
- Brand management
- Content creation
- Video editing
- Blog and article writing
- Marketing copy, newsletters and media releases
- Training Sales Team
- Media Training

Reason for leaving: Covid-19 along with the opportunity to start my own business.



VIDEO EDITOR / CONTENT CREATOR / PUPPETEER ALL FELT PUPPETS 2020 - CURRENT

Puppetry has always been a passion project, until the demand for personalised, business, and corporate video content creation rose during the Covid-19 pandemic. I was able to turn my puppetry into a professional business with my own brand of puppets, along with skills in video editing, writing, content creation, and marketing. In just over 2 years, I have been booked to create over 5000+ unique videos for clients all over the world.

- Customer Service
- Marketing
- Advertising
- Script Writing
- Puppetry/Acting/Character Voice Work
- Video Editing
- Live Zoom Performances
- Client Management
- B2B Website Creation
- Business Management
- Booked for a Sketch Appearance on US Late Night TV Show Jimmy Kimmel Live

Corporate Businesses I've had the pleasure to work with to create video content or advertising material for:



Troy and the All Felt Puppets gang are quick-witted, hilarious, and working with the team is the epitome of professionalism! Thank you for producing nearly a dozen different videos for our 3-day global event. The team absolutely adored the puppets and couldn't wait until the next video... Thank you for adding tons of joy to our event! - Meirav Rotstein, Google USA

Reason for looking for a new job: My business boomed as a result of Covid, with cost of living impacts across the world, especially in the US where the majority of my business comes from, things have slowed down, and it's time for a new adventure.



Social media news content



Event promotion videos



Magazine layout design



Corporate training video



Puppetry / Content creation



Published articles