

# Lauren Murphy

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**ABOUT ME** Social media professional with 7 years B2B and B2C marketing experience. Fueled by curiosity, caffeine, and a passion for digital marketing.

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**EDUCATION** Bachelor of Arts: Philosophy, Law & Society  
University of California, Riverside

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- EXPERIENCE**
- ACE Content** | Social Strategist | December 2017 - Current
- Developing launch strategies, social content, PR activations, talent involvement, and community management/engagement for Facebook's owned shows on Facebook Watch (under NDA - not public). Main shows: Returning the Favor, Five Points, Help Us Get Married, Make Up or Break Up, Inside the Madness: Kentucky Basketball, and Ball in the Family.
  - Established social rebranding strategy for Gallo's Vin Vault Wine.
  - Created strategy and social content for a 5 month Fall/Winter paid campaign for The North Face and Dick's Sporting Goods.
  - Responsible for strategies for new RFPs and new client pitches.
- Acorns** | Social Media Manager | October 2015 - October 2017\*
- Managed all social media for Acorns, a FinTech start up.
  - Launched Acorn's Grow Magazine social media presence in partnership with influencers and content partners (Business Insider and Forbes).
  - Responsibilities expanded beyond Social Media to include managing Acorns.com's content, creative, and development updates.
- Transamerica** | Social Media Manager | November 2013 - July 2015
- Responsible for content strategy on emerging platforms.
  - Managed B2C social properties and lead initiative to educate financial advisors on effective social media strategies.
  - Transamerica became first financial services brand on Tumblr and Snapchat.
- ViSalus** | Social Media Community Manager | April 2013 - November 2013
- Developed global social media strategies for entering emerging markets.
  - Created real time social media content during large national events.
- ymarketing** | Social Media Associate | March 2012 - April 2013
- Helped launch the social media department. Collaborated with teams to integrate social media into marketing plans for UnitedHealthcare.
- Fanscape** | Social Media Marketer | September 2011 - March 2012
- Created social content to increase engagement rate and fan count for Starz, Hotels.com, Blue Diamond Almonds, and Mitsubishi Motors.