

LAUREN MURPHY

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WHO

I'm a social media strategist with 12+ years of experience in social channel strategy, creation, management, and just about everything in between. My alarmingly high screen time proves I can tell you the origin of most memes, what's trending, and who's cancelled on any given day. But most importantly, I've switched from "😂" to "👁️", so gen-z doesn't bully me. TW: @iworkinsmm // IG: @lnmurphy // LI: /laurennicolemurphy

WHAT

Social media. Strategy & Planning. Conceptual thinking. Social listening. Deck building. Communicating with clients. Working within & across teams. Creating Instagram accounts for all the random ideas in my brain. Internet culture & trends. Recalling tweets from years ago. Spotting dogs. Speaking at college classes. Typing with crazy nails.

WHERE & WHEN

Strategy Director, Social | Deutsch LA - Los Angeles, CA 11/2020 - Current
Associate Strategy Director, Social (March 2021 - March 2022)
Senior Social Strategist (November 2020 - March 2021)

- Lead the social media team for Taco Bell at Deutsch. Developed new platform strategies and built out social media team to manage all social accounts. Favorites: NFTs, launched Discord, Doja Cat x Mexican Pizza, Mexican Pizza: The Musical, Pete Davidson x Breakfast, Metaverse Wedding.
- September – March 2022: (Secondment) Worked client side at Taco Bell managing the brand social team. Highlight: learning the real client budgets and working on the Doja Cat Super Bowl campaign.

Senior Social Media Strategist | 180LA - Los Angeles, CA 09/2018 – 11/2020
Social Strategist (September 2018 - December 2019)

In my time at 180, I handled a wide variety of responsibilities both as a mid-level, and now senior strategist. I also developed a dangerous addiction to TikTok.

- Clients: Western Governor's University, Cox Communications, Geothermal Exchange Organization, University of Phoenix, Hallmark, Ergobaby, United Nations.
- Responsibilities: Social strategy, conceiving, creative (when creatives let me), and planning. Across all brands, I worked closely with internal creative teams and clients. I've worked on more pitches than I can count. I've also created a weekly social newsletter when schedule allowed.
- I wore leopard print every day to work for a month and then the world shut down.

Social Media Strategist | ACE Content - Los Angeles, CA 11/2017 - 09/2018

- Developed launch strategies, all social content, PR activations, community engagement, and oversaw community management for Facebook's owned shows on Facebook Watch. 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.
- Responsible for social strategy for The North Face/DICK'S Sporting Goods, Gallo Wine, and client pitches.

Social Media Manager | Acorns - Irvine, CA 09/2015 - 09/2017

- 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: social management, content, creative, and development updates.

TBT: 2011 - 2015

Previously worked on: Transamerica, BigRing Insurance, Bristol Farms, Lazy Acres, ViSalus (US & International), AARP Medicare Supplement Plans - UnitedHealthcare, Medicare Made Clear, Mom Life, Hotels.com, Blue Diamond Almonds, Blue Diamond Almond Breeze, Mistubishi, State Farm, Hyundai.

EDUCATION

University of California - Riverside

Bachelor of Arts: Philosophy, Law & Society

2012