

# LAUREN MURPHY

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## WHO

I'm a social media strategist with 13 years of experience in all things social. 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.

X: @iworkinsmm // IG: @Inmurphy // TT: @Inmurphy (cringe) // LI: /laurennicolemurphy

## WHAT

Social media. Social listening and reacting in real time. Making briefs creative want to sit through. Communicating with clients. Understanding the Internet. Working within & across teams. Getting clients excited about social. Mentoring junior talent. Creating Instagram accounts for all the random ideas in my brain. Internet culture & trends. Recalling tweets from years ago. Knowing when to write in all lowercase. Spotting dogs. Speaking at college classes. Typing with long nails. Prototyping inventions.

## WHERE & WHEN

**SVP Director, Social Strategy**, | Deutsch - Los Angeles, CA 11/2020 - Current  
*VP Director, Social Strategy (8/23 - 10/24), Director, Social Strategy (3/22 - 8/23), ASD Social (3/21 - 3/22), Senior Social Strategist (11/20 - 3/21)*

- Leads the social media strategy 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 (especially the TikTok musical), and Freeing Taco Tuesday
- Stood up and oversaw the social teams on Behr Paint & Verizon Value Brans (Straight Talk + Total)
- Launched Deutsch's weekly social newsletter: Internet Ghosts on LinkedIn and Substack
- 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 (9/18 - 12/19)*

In my time at 180, I handled a wide variety of responsibilities both as a mid-level, and 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, concepting, 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 new business.

**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 And Society

2012