LAUREN MURPHY

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WHO

Social strategist with 13 years of experience in all things social. Work calls me Murph. My alarmingly high screen time should just be my resume, but I love knowing the origin of almost any meme, 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: @lnmurphy // TT: @lnmurphy (cringe) // LI: /laurennicolemurphy

WHAT

Social media. Social listening and reacting in real time. Writing briefs creatives want to sit through. Client management. Truly understanding the Internet. Bringing ✨personality✨ to the office. Working within & across teams. Getting executive clients excited about social. Mentoring junior talent. Internet culture & trends. Recalling tweets from a decade ago. Knowing when to write in all lowercase. Spotting dogs. Speaking at college classes and conferences. Typing with long nails. Prototyping my 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 strategy team at Deutsch. Current clients include Taco Bell, Behr Paint, Verizon Value Brands (Straight Talk & Total Wireless), and new business.
- Responsible for standing up new accounts, developing social strategy playbooks, overseeing teams managing all social platforms, managing client relationships, selecting influencers for campaigns, working with agency partners on 360 campaigns, concepting reactive content, and reporting.
- Campaign Favorites: Taco Bell's NFTs, Doja Cat x Mexican Pizza (especially the TikTok musical), Freeing Taco Tuesday, Selling Davante Adam's House, and DIYconomics.
- Launched Deutsch's weekly social newsletter: Internet Ghosts on LinkedIn and Substack (10k+ subscribers)
- 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.
- 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, Mitsubishi, State Farm, Hyundai.

EDUCATION

University of California - Riverside *2012*
Bachelor of Arts: Philosophy, Law And Society