

MAX MURPHY

(757) 620-7239 | maxkmurphy@gmail.com

EXPERIENCE

Data & Research Analyst

CraniumTap | Norfolk VA | 2019 - Present

- Consult client stakeholders on innovative product/program development, research and analytics, human capital initiatives, and operations transformation.
- Quantitative data analysis with various statistical/visualization modeling softwares.
- Statistical analysis of product, market, and consumer data to drive insights for our clients.
- Management of a suite of customer analytics products which had 900% direct revenue growth in Q4 of 2019 and 335% YoY growth since Q1 2018.
- Responsible for the growth and strategic development of a market panel to research local consumer insights.

Business & Marketing Analyst

Tribune Publishing Group | Norfolk VA | 2019 - 2019

- Collaborate with solution architects, engineers, and project managers in order to forecast outlining problems, opportunities and solutions for our clients.
- Analysis of sales performance data & KPI's to leverage action plans and timelines until deployment.
- Define innovative use-cases of our product suite, sales tools, and enablement of digital services.
- Development of an automated project/asset management pipeline for digital project fulfillment staff.

Marketing Manager

ESI | Virginia Beach VA | 2016 - 2019

- Met over 120% of lead generation & retention goals in 2016, and 150% in 2017.
- Continuously managed multiple digital projects at a given time for a multi-brand company.
- Report / troubleshoot marketing success factors including KPI's, website metrics, A/B testing analysis.
- Creation and implementation of strategy plans for our marketing roadmap.
- Server, .NET, and domain administration

Freelance Consulting/Development

Various Clients | 2011-Present

- Modern web design & development (React, Node.js, HTML5, JQuery, PHP), progressive web apps.
- Strategy consulting and management services which included marketing/business intelligence dashboard development, omni-channel marketing analysis, strategic planning, and process optimization.

SPEAKING ENGAGEMENTS

ODU Innovation Center

Startup HR Lecture Series | February 2020

Know Thyself: Creating A Culture Your Employees & Customers Rave About

ForKids Inc.

Phoenix Achievement Awards | January 2020

ODU Strome College of Business

Forum & Networking Event Series | November 2019

Market Research: The Tips & Tricks of the Trade

Startwheel Entrepreneurial Accelerator

Annual Entrepreneur Exposition | August 2019

Market Yourself First: How To Format Your Personal Data

EDUCATION

B.S. - Computer Science
ECPI University | Virginia
2010-2014 | 3.6 gpa

CERTIFICATIONS

Professional Researcher Certification
Insights Association | 2020
SAS Advanced Analytics - In Progress