



Jody Murphy, M.S.
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EDUCATIONAL BACKGROUND

Post graduate studies: Bereavement and Grief Counseling, John Tyler College 2009
M.S., Counseling and Behavioral Studies, University of South Alabama (GGPA: 4.0) 1991
B.A. *cum laude*, Special Studies (multi-disciplinary: English, social sciences and psychology focused) 1974
Seoul American High School, Seoul, Korea (Air Force brat) 1970

SKILLS & SPECIALTIES PROFILE

VisualPop101.com / JodyMurphy.me 1986 – present

Sole practitioner of a niche marketing company providing a mixed bag of retainer and project-based services for nearly three decades. Services include:

Business Blog Writing, Editing & Management	Content Development & Marketing Assistance
Social Media & Visual Content Marketing Strategy	Customer Service & Sales, including Live Chat
Business Development Strategies & Implementation	Marketing Collateral Design & Special Projects

Since 1997, I have assisted business owners and non-profits integrate online customer service and engaging content with traditional offline marketing and business development strategies. Serve in multiple roles as technology evolved and clients' needs dictate: copywriter and content developer – with emphasis on high impact visuals, research assistant, strategy collaborator, live chat customer service and sales, WordPress blog/social media channel set up and management, voice over talent, audio and video editing, desktop publishing

Long-time client engagements include content management and referral marketing programs for the National Caregivers Library (since 2008); blog content editing/management, video production, online reviews boosting and social media marketing for Big Mill Bed & Breakfast (since 2006); and writing, design and social media consulting for a number of other travel and hospitality-centered businesses and membership associations.

Developed, administered, promoted and conducted workshops, short courses and seminars on a wide variety of topics including marketing to Boomers, stress management, caregiver support and others. Wrote and designed curriculum materials, handouts and promotional campaigns. Taught credit courses at the junior college level in Leadership, Sociology and Human Relations in Business.

Proactive Commerce / BrandSeed 2004
Live chat sales assistant

Consistently one of the top three sales performers in live chat sales division. Served as online sales and virtual customer service representative for large national accounts, including TimeLife.com and LillianVernon.com, during busy holiday selling season.

Gyrus Systems (*learning management system software publisher*) 1995 – 2001
Marketing and new media manager, PR specialist

Teamed traditional marketing strategies with innovative website and internet promotion. Customized group sales presentations and trained staff in customer-based selling and client loyalty management. Performed Quality Assurance and customer usability testing for technology products under development. Generated new business through opt-in email marketing, webinars, teleseminars, internet promotion, creative public relations and direct response marketing. Built customer awareness of products and services through trade shows, demo CDs, PowerPoint presentations and extensive print marketing materials.

Alabama Head Injury Foundation 1994 – relocation in 1995
Statewide pilot program co-developer and program director for southern half of Alabama
Service coordinator and program director, Mobile Bay office

Functioned in multiple roles as the founding service coordinator for Mobile area Head and Spinal Cord Injury Family Service Center. Provided case management, intervention, client/family assistance, counseling, advocacy, referral and supported employment for 50 active cases. Responsible for fundraising, volunteer recruitment and training and ongoing networking and community relations.

University of South Alabama – Baldwin County 1989 – 1991
Program coordinator and publicity specialist – Special Courses

Created, implemented and administered all phases of continuing education and special courses program at University of South Alabama-Baldwin County campus, featuring over 125 courses annually. Developed curriculum materials and promotional campaign for quarterly course offerings.

Soundworks Production Studio 1985 – relocation in 1995
Freelance voiceover talent and copywriter

Wrote, produced and voiced radio and television commercials, on-hold messages, audio-visual presentations, advertorials, training materials narration and audio brochures. Served as female voiceover spokesperson for two area malls in radio and TV commercials for almost a decade.

Capitol Broadcasting Company (*WKSI, Coast 100*) 1985 - 1986
Retail development and specialty sales director

Wrote and produced radio and TV campaigns; designed promotions essential to successful administration for new business development and vendor support division. Designed and implemented all phases of sales promotion and business development -- from creative elements to employee training and follow-up. Creative elements included idea and proposal development; layout and design of print promotion; composing and supervising production/distribution of newsletters, tabloids, flyers and brochures.

KeyMarket Communications (*WUOA/WTBC, WFFX/WRLX, WIZD*) 1983 - 1985
Production, promotions and creative director, lead copywriter
Commercial voice-over talent and jingle development coordinator

Directed all advertising campaign development -- copywriting, production, promotion, prize merchandising and continuity -- generated from sales and programming staffs for multiple radio stations owned by two large broadcasting chains. Supervised production and special events staffs. Wrote, produced and provided voiceovers for commercials.