

MARY MURPHY

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OBJECTIVE

To obtain a public relations position utilizing strong marketing and event planning skills.

EDUCATION

The College of New Jersey (TCNJ), School of Business, Ewing, NJ
Bachelor of Science in Business Administration, Minor in **Marketing**, May 2010
Cumulative G.P.A 3.34/4.00 (Financed over 50% of education through employment)
Honors: NJ Bloustein Outstanding Scholar Award, Elizabeth Soeder Scholarship, Thompson Merit Scholarship

COURSE PROJECTS

PharmaSim - Marketing Principles(Online Simulation), Fall 2009

- Served as Brand Manager in the over-the-counter pharmaceutical industry
- Explored brand formulation, introducing line extensions, & product development
- Designed compensation system for corporation

MARKETING AND PUBLIC RELATIONS EXPERIENCE

J&L Marketing Inc., *Promotions Coordinator*, Louisville, KY, Fall 2008-present

- Deliver sales presentations (Independently contracted, flexible travel position)
- Greet and qualify automotive customers
- Organize & implement direct campaigns with automotive dealerships
- Track and analyze results of promotion to present to dealership and J&L

Sands Casino Hotel, *Marketing Intern*, Atlantic City, NJ, May – August 2007

- Conducted off-site sales calls to procure brochure locations
- Co-created promotional materials including brochures, fliers, and travel packages
- Assisted in creation of 2008 marketing plan
- Analyzed bus profits and patron play/dot.com reservations

LEADERSHIP ACTIVITIES

Sigma Sigma Sigma Sorority, TCNJ, Ewing, NJ

Membership Recruitment Director, Spring 2007-present

- Schedule, organize and coordinate recruitment events and ceremonies
- Increased membership by 30% through advertising and promotional efforts
- Attend bi-weekly meetings and submit scheduled paperwork

Social Chair, Spring 2007-Present

- Worked with other on-campus groups to organize and execute social events
- Delegated responsibilities for competitions
- Adhered to rules and regulations according to national policy

Public Relations Chair, Spring 2007-Fall 2008

- Assisted chapter in defining, developing and communicating image on-campus
- Served as liaison between chapter and Greek community
- Conceived new strategies to raise awareness for the chapter

Chair, Co-Miss TCNJ, Fall 2008

- Organized and promoted annual fund raiser event
- Instructed seven participants and 30 sorority members
- Raised over \$1,000 for Polio Research and play therapy

WORK EXPERIENCE

Chevy's Fresh Mex Inc, *Waitress/Hostess*, Lawrenceville, NJ, March 2007-present
Tuckahoe Inn, *Waitress*, Beesley's Pt, NJ, May 2007-present
The Custard Castle, *Counter Clerk*, Marmora, NJ, April 2006-May 2008