

Margaret Murphy

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Work Experience

Freelance Writer, Paris FR

September 2019 – Present

- ♦ Develop original content for a publication in the US based on requests from editors, including conducting interviews and executing research to bring stories to life.
- ♦ Write text for an array of elements including advertisements, profiles and lifestyle pieces.
- ♦ Organize photoshoots and act as the go-between for subjects and the publication.

The Bicester Village Shopping Collection, Paris FR

April 2017 – August 2019

Business Analyst – Marketing and Tourism, La Vallée Village

- ♦ Contributed to the CRM and digital media teams by tracking engagement with clients through key KPIs, allowing them to define best practices and provided translation assistance for key messaging.
- ♦ Created a daily reporting system and cross-discipline calendar which provided real-time feedback by tracking budget, timelines, content messaging and responses on the 8 major marketing campaigns run throughout the year.
- ♦ Conducted analysis of tax free sales figures for the tourism team to support their growth of key international markets.
- ♦ Wrote one-pagers, P&L analyses and project management documents that informed over 30 brand negotiations.

Inside Publications, New Orleans LA

January 2016 – February 2017

Editorial Assistant, Inside New Orleans

- ♦ Gained first-hand experience in creating a publication, from conception all the way through to production and distribution.
- ♦ Contributed two articles to the inaugural issue that was distributed to 30,000 homes in the New Orleans area.
- ♦ Conducted interviews within the community and amongst advertisers to define areas of interest for editorial.

D Magazine Partners, Dallas TX

January – May 2014

Brand Assistant (Professional Internship)

- ♦ Developed creative plans and produced copy for promoting editorial content to over 350,000 readers.
- ♦ Built contact lists, worked with outside media and fact-checked data for D Magazine and its affiliated publications.

Cary M. Maguire Center for Ethics and Public Responsibility, Dallas TX

September 2011 – June 2014

Research and Communications Assistant

- ♦ Assisted in event preparation and execution for major lectures and gatherings hosted by the Maguire Center.
- ♦ Drafted key communications and gained experience in maintaining a live website and social media channels.
- ♦ Supported center directors and mentored junior staff.

Education

The London School of Economics and Political Science, London UK

MSc Media & Communications ♦ October 2014 – December 2015

Southern Methodist University, Dallas TX

BA in Communications Studies, Comparative Politics ♦ August 2010 – May 2014

Skill Sets

Communication Competencies : Annual reports, AARs, backgrounders, press releases, fact sheets and other promotional materials. Proficient in creating and maintaining a website and accounts on social media (including ad buying) and conducting analysis of their productivity and effectiveness.

Technical Skills : Proficiency in Microsoft Office including Excel and Power BI and familiar with Salesforce and Oracle.