

# MIKE MURPHY

## DIGITAL MARKETING STRATEGIST

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### EXECUTIVE SUMMARY

In the past four years, my digital marketing optimization efforts that have **generated \$112M in incremental revenue**. I am a **data-driven marketing leader** with a track record of executing **innovative revenue-generating plans** on both the **client & agency side**. I achieved measurable results for leaders in Healthcare, Insurance, Automotive, and Entertainment industries.

### EXPERTISE

Digital marketing strategy  
Omnichannel marketing  
Mobile marketing  
Content marketing  
Search engine marketing (SEM)  
Search engine optimization (SEO)  
Social media marketing  
Business intelligence (BI)  
Analytics (Google Analytics 360)  
Attribution modeling  
New client acquisition & retention  
Marketing technology  
Web and mobile development  
Content management systems (CMS)  
Personalization (Sitecore)  
Marketing communication  
Project management  
P&L responsibility

### PERSONAL SKILLS

Team player  
Perpetually curious  
Creative spirit  
Leadership  
Reliable and professional  
Organized  
Public speaking  
Fast learner  
Motivated self-starter  
Mustard sommelier  
Cat-like reflexes

### EDUCATION

B.A. Marketing  
University of Connecticut

Marketing & Microbiology  
Cal State University, Long Beach

### EXPERIENCE

- ▶ **DIRECTOR, DIGITAL MARKETING & NEW CLIENT ACQUISITION**  
VCA, Inc. (A division of Mars Petcare) | Sept 2011 - Present  
Manages 19-member digital team comprised of in-house and agency partners with full P&L responsibility for 800+ animal hospitals in the US.
  - NCA initiatives in 2017 generated \$106M revenue at an **ROI of 10:1**
  - 4-Year Trend: **New Clients: +82%** | Revenue: +111% | CPA: -52%
  - Built VCAhospitals.com into **#1 Vet Site: 16.1M visits** in 2017
  - Led 18-month **Sitecore website development project** completing it on-time & on-budget
- ▶ **VICE PRESIDENT, DIGITAL MEDIA**  
Ketchum Directory Advertising | Aug 2009 - Sept 2011  
Built agency's digital offerings centered around a **hyper-local SEM** program.
  - Landed paid search business for Pella and Mobile Mini
  - **Tripled revenue** to \$6.3M becoming company's fastest-growing BU
- ▶ **VICE PRESIDENT, CLIENT SOLUTIONS**  
SEOP (Boutique SEO/Digital Agency) | Nov 2008 - Aug 2009  
Developed white-label service line before joining former colleagues at KDA.
- ▶ **DIRECTOR, INTERACTIVE**  
Wahlstrom Group (An Interpublic Group agency) | Jan 2005 - Aug 2008  
**Pioneered local & international SEM** for a portfolio of 6 brands that grew to include Nationwide Insurance, BMC Software, Farmers, Hilton, and others.
  - Launched **IPGs first-ever paid search campaign in China**. Program extended to 16 countries in 7 different languages.
  - **Grew digital revenue** from \$1.5 to \$14M in three year
- ▶ **INTERACTIVE PRODUCT MANAGER**  
Los Angeles Newspaper Group | Jan 2002 - Jan 2005
- ▶ **ACCOUNT MANAGER**  
Orange County Register | 2001 - 2002
- ▶ **INTERNET SALES MANAGER**  
eFront Media | 1999 - 2001
- ▶ **MARKETING MANAGER**  
Columbia Records (Sony Music) | 1992 - 1997  
Rose from intern to Marketing Manager, executing marketing plans producing over \$33M in album sales for the legendary record label



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