

# TYRONE MURPHY

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## PROFILE

Fueled with a passion for digital and an aptitude for problem solving, I'm always looking for a new opportunity to challenge the status quo and deliver exceptional work.

I have been immersed in digital for over 18 years, and I like nothing better than finding new ways to create meaningful connections and extraordinary experiences.

I thrive on change, embrace ambiguity, and love to explore the road less travelled.

## EXPERIENCE

### **Director, NATIONAL Public Relations**

*Toronto, Ontario – May 2015 - Present*

Developed effective engagement programs for a diverse portfolio of clients including Amazon, Ford, Deloitte, NWMO, Imperial Oil, Pfizer, Merck, Roche, Boehringer Ingelheim, and Medtronic by facilitating integration between cross-functional teams and streamlining internal processes.

- Championed the development and implementation of a New Business process that directly contributed to a 5% increase in overall win rate across the global network.
- Led the global digital strategy for the Merck-Pfizer alliance, which included redesigning the website and implementing a robust social media strategy coupled with a digital influencer engagement program and measurement framework.
- Evaluated and implemented tools to improve collaboration and project management and reporting activities, including Wrike and Office 365.

### **Forty Two, Owner**

*Toronto, Ontario – September 2014 - Present*

Forty Two builds smart digital solutions for small business owners. Forty Two leverages a comprehensive array of tools and services to craft smart solutions specifically tailored for small business owners.

### **Engagement Manager, Smith**

*Toronto, Ontario – November 2014 - March 2015 (Contract)*

Managed the redesign of an ecommerce website for a global software provider of risk and decision analysis tools, and actively participated in strategy planning for H&R Block channel partners, including RBC, Loblaw, and CAA Atlantic.

- Significantly reduced review and approval cycles (~8 hours per week) by building an interactive prototype.
- Created functional requirements documentation to optimize custom Drupal development effort.

### **Account Director, Klick Health**

*Toronto, Ontario – September 2012 - September 2014*

Worked closely with clients to establish specific marketing needs, identify business opportunities, and help recognize and implement solutions that directly contributed to business goals.

- Managed the design and development of a new mobile-optimized website (m.velcade-hcp.com). Reduced content by 80% based on insights derived from desktop traffic data, and adopting a "Content First" approach. Received Silver award for best mobile site design for healthcare practitioners (eHealthcare Leadership Awards Spring/Summer 2014).
- Led the design and development of an award-winning Budget Impact Model iPad application. The project included consolidating 3 complex Excel models into a single, intuitive user experience that can quickly and easily be customized on the fly. The application included contextual help screens to "onboard" new users and

- leveraged the D3.js library to reduce development overhead and ensure speed to market.
- Helped build a functional framework designed to facilitate Clinical Trial recruitment through geo-targeted digital media. The framework enabled the client to repurpose the underlying functionality for multiple clinical trials reducing costs by ~25% and significantly increasing operational efficiency by reducing development cycles from 6 weeks to 2 weeks.
- Initiated a proof of concept Facebook media campaign for [mymultiplemyeloma.com](http://mymultiplemyeloma.com) that resulted in a 1587% increase in qualified traffic, and 10% increase in subscribers (over a period of one month)

#### **Account Director, Digital Cement**

*Toronto, Ontario – May 2012 – September 2012*

Primary responsibility included managing day-to-day email marketing campaign activities for the United States Postal Service (USPS).

- Managed ongoing email deployments to 2 million+ subscribers on a weekly basis while facilitating the transition to an integrated software platform designed to improve operational efficiency, and enhance campaign effectiveness.

#### **Senior Account Manager, Critical Mass**

*New York, New York – November 2008 - May 2012*

Responsible for the day-to-day management of all digital work for the Citi account. Initially based onsite in Jacksonville, FL, and later moved to New York to work directly with the stakeholders leading the effort to make Citi “the world’s digital bank”.

- Managed the global redesign and launch of the online banking experience, which included integrating data from disparate legacy systems to create a unified, and consistent user experience across multiple platforms, including mobile.
- Helped architect a new business pitch that resulted in a 100% increase in revenue over the prior year.
- Initiated and documented continual process improvements to facilitate interaction between agency creative team and client-based delivery team based on day-to-day interactions and lessons learned.
- Recognized by the client through their internal recognition system.

#### **Financial Systems Analyst, Critical Mass**

*Calgary, Alberta – February 2006 - November 2008*

- Championed and implemented a new time tracking system, providing significantly improved insights into resource utilization and billing efficiencies.
- Redesigned the Budget Tracking Report so that it was dynamically updated via the Oracle database directly vs. being updated manually.

#### **Telecom Audit Manager, Bell Canada**

*Calgary, Alberta – January 2003- February 2006*

- Managed the design and development of a custom web-based application designed to resolve legacy data quality issues that realised a positive financial benefit in excess of \$1.6 million within 9 months of implementation.

#### **Sales Manager, Obsidian Systems**

*Johannesburg, South Africa – December 2001- October 2002*

- Built up a pipeline of R1.8 million from the ground up within 6 months.
- Instrumental in the development of i2i lite, an innovative content management system (CMS) designed specifically for small to medium sized enterprises.

#### **Owner, Digital Alchemy**

*Johannesburg, South Africa – 1999-2001*

- Grew the client base from 1 to 60 in just 2 years.

- Responsible for new business, and front-end web design and development including HTML, CSS and JavaScript.

**Manager, SM Technologies**

*Johannesburg, South Africa – 1997-1999*

- Involved in the design and development of a Company Secretarial software package, E-Sec.
- Promoted to Manager and made responsible for all sales and marketing activities relating to Hartley Accountant, an accounting software package.

**SKILLS**

- Relationship Management
- Strategic Planning
- Change Management
- Campaign Strategy
- Brand Management
- Consensus Building
- Social Media
- Requirements Gathering
- Project Management
- User Experience Design
- Competitive Analysis
- Leadership
- Web Analytics
- Mobile Marketing
- Business Development
- Digital Marketing
- SEO
- Digital Strategy

**EDUCATION**

**Nelson Mandela Metropolitan University**

*B.Comm (Law) Degree – 1992 (Not Completed)*

**Johannesburg Art Foundation**

*Graphic Design Diploma – 1990-1991*