

TYLER MURPHY

Comms +
Marketing

Contact

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Education

Ohio University 2018
Bachelor of Science in Journalism
Focus in Strategic Communication
Minor in Marketing

Glassdoor | August 2018 – present

Public Relations Manager

- Led external comms for Glassdoor's community rebrand and secured briefings with TechCrunch, Bloomberg, Axios and other top tier news outlets.
- Project managed Glassdoor's Best Places to Work award overseeing 18+ internal teams, spotlighting 200+ global employers and attracting millions of users to the site.
- Supervised 30+ PR campaigns and launched 9+ web products.
- Developed annual PR strategy while partnering with social, email, brand, economic research, content marketing, product and other stakeholders.

Sr. Public Relations Specialist

- Pitched and coordinated interviews with top tier national broadcast, online and trade media including GMA, CNBC, Insider, HR Dive and more.
- Oversaw PR for Glassdoor's acquisition of Fishbowl resulting in 15+ news stories.
- Secured media coverage for Glassdoor's diversity & inclusion product features (B2C) and managed the employer lighthouse program (B2B) for launch.
- Partnered on internal comms and all-company Town Hall once per month.

Public Relations Coordinator

- Led comms for Glassdoor's podcast launch resulting in 10+ news stories.
 - Supported international product expansion, business growth and exec comms.
 - Responded to all inbound requests including media interviews, speaking engagements, data requests and internal/external crisis scenarios.
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Dolby Laboratories | May 2018 – August 2018

Product PR Intern

- Developed PR competitive analysis and strategic recommendation project.
 - Wrote recap and coverage reports for the executive leadership team.
 - Drafted pitches, press releases and media alerts for product announcements.
 - Managed briefing bios for key entertainment and tech media.
 - Staffed PR events including TheWrap's Power Women Breakfast.
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Cunard Line | June 2017 – August 2018

PR & Marketing Contractor

- Assisted planning for the "The Greatest Showman" movie premiere on Queen Mary 2.
- Launched sweepstakes to increase participation for the Cunard Academy program.
- Conceptualized 8+ video scripts for the North American Sales Facebook page.

PR & Marketing Intern

- Wrote and edited media materials, speeches and direct mail copy.
 - Managed brand assets for travel agent partners.
 - Responded to media and partnership inquiries.
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Fresh Mark | May 2016 – August 2016

Marketing Events Intern

- Planned and executed 45+ consumer marketing events across the U.S.
- Regularly met with customers to educate them on products.
- Curated newsletter content reaching 30,000+ current and prospective customers.