

Mike V. Murphy

Project & Marketing Manger



+971.58.525.1481 | 2704 MBK Tower Business Bay Dubai
MikeVMurphy.Art MikeVMurphyMedia@gmail.com



Project Skills

Event Coordination & Management



Budgeting



Communication



Strategic Planning



Sponsorship/Partnership Development



Marketing Skills

Content Creation



Data Analysis



Branding



Management Skills

Problem Solving



Leadership



Organization



Objective

A versatile and strategic leader in creative industries and management with over a decade of experience. Expertise in operations, strategic partnerships, and digital media management. Proficient in film productions, creative direction, and project management. Committed to operational excellence and driving success in the market.

Professional Summary

Highly accomplished marketing and event consultant with over 10 years of experience in orchestrating luxury events and marketing campaigns tailored to high-net-worth individuals. Proven expertise in creating bespoke experiences, managing high-profile events, and executing strategic marketing initiatives that enhance brand prestige and drive client engagement. Exceptional leadership, negotiation, and project management skills.

Personal Statement

My journey began with a BA in photography and filmmaking, laying the foundation for my eye for details. Throughout the years, I have honed a strong proficiency in a range of skills, including luxury event planning, high-profile event coordination, and vendor negotiation. My proudest achievement was taking a lead role in the Vogue Loves Fashion Avenue event at Emaar. This event included a star-studded dinner and our guest of honor, Naomi Campbell.

Experience

Marketing & Event Consultant | Multiply Contracts
May 2015 – Current

- Plan and manage high-profile events, including galas, exclusive product launches, and private soirées, ensuring seamless execution and exceptional client satisfaction.
- Oversee the creation of high-quality marketing materials, including brochures, digital content, and promotional videos, aligning with the brand's luxury image.
- Delivered comprehensive project management and digital content strategies for various clients, enhancing their digital presence and operational efficiency.
- Delivered project management and content creation services for diverse clients, including event planning, digital content strategies, and collaborations, highlighting the versatility and entrepreneurial spirit required for this position.
- marketing and branding strategies, enhancing their digital presence and operational efficiency, and mirroring the partnership and enterprise development aspects of this position.
- Leverage partners' channels and customer bases to expand market reach and penetration

Marketing Manager | Prime Trip Support

APRIL 2022 – JULY 2023

- Develop and implement comprehensive marketing strategies to target high-net-worth individuals and corporate clients, resulting in an increase in client acquisition.
- Oversee all marketing initiatives, including digital marketing, social media, content marketing, and event planning, ensuring alignment with the company's luxury brand image.
- Organisation of private events, trade shows, and networking functions to promote brand visibility.
- Coordinated high-profile events and exclusive experiences for VIP clients, enhancing customer loyalty and satisfaction.
- Conducted market research to understand industry trends and consumer preferences, providing insights for strategic planning. Analysed marketing data and metrics to evaluate campaign performance and identify areas for improvement.

DIGITAL MEDIA MANAGER | Emaar

NOVEMBER 2017 – MARCH 2019

- Led cross-functional teams in the creation and management of high-impact events for celebrity and influencer appearances and events.
- Work with VIP's teams to ensure their needs are met. Coordinate transportation, security, accommodations, and welcome gifts. Anticipate problems before they happen. Have an accurate schedule of events.
- Orchestrated a landmark promotional campaign, enhancing customer engagement and reflecting the skill to lead marketing campaigns aligned with corporate objectives. This was reflected in the media planning and implantation for the opening of the New Fashion Avenue and VIP visits by Rihanna, Roger Federer, Aishwarya Rai, Penélope Cruz, and more.
- Directed media coverage for high-profile events, setting a precedent in regional event coverage and showcasing the ability to act as a regional marketing champion for product launches and campaigns. Including the 10-year anniversary of TDM, the Vogue Live TDM event, Dolce & Gabbana's first fashion show in the Middle East, and New Year's Eve events.
- Plan the media package for the post-event recap, leverage the media coverage for future events and yearly recaps, and properly promote the event in the build-up to increase turnout and impact.

SOCIAL MEDIA MANAGER | MERCEDES BENZ, PORTLAND, OR (US) OFFICE

APRIL 2015 – DECEMBER 2016

- Aid in fostering and maintain relationships with high-profile influencers and brand ambassadors to enhance brand visibility and credibility.
- Create, curate, and manage engaging content across all social media platforms, resulting in an increase in follower growth and a notable rise in engagement rates.

Education

KEENE STATE COLLEGE, US (2013)

Bachelor of Arts

Film Productions/Critical Study of Film (Dual Major)

Awards/Honors:

First President of Alpha Sigma Phi, Receiving Fraternity Charter, President of Keene State Media Productions

Professional Development

Google academy for ads specializing in SEO and AdWords

Interests

- Sneakerhead
- Foodie
- D&D
- Films
- Gallery Shows
- Board Games
- Storytelling
- A good dance break
- My kittens Gimli and Thorin
- Video games and streaming