Scott E. Murphy

Fort Lauderdale, FL | 786.879.0627 | scott_murphy1124@live.com | linkedin.com/in/scottemurphy

MARKETING & BRAND STRATEGIST | DIGITAL MARKETING, EVENTS & CUSTOMER EXPERIENCE

Marketing and brand strategist with two decades experience leading digital campaigns, brand growth, events, and customer engagement programs. Built and managed campaigns across healthcare, hospitality, retail, travel, floral, and promotional product industries. Strong background in lifecycle marketing, SEO, paid media, email automation, event strategy, and cross-functional project management. Known for improving engagement, lead generation, customer retention, and revenue growth through measurable marketing programs.

CORE COMPETENCIES

Digital Marketing Strategy • Brand Positioning • Campaign Execution • Lifecycle Marketing • Sales Enablement • Content Development • Event Marketing • Customer Experience Strategy • Lead Generation • Performance Analytics • Marketing Operations • Stakeholder Management • B2B & B2C Marketing • SEO & SEM • Vendor Management • Budget Oversight • Process Improvement • Cross-Functional Team Leadership

PROFESSIONAL EXPERIENCE

Lead Consultant | Axis Creative Consulting – Fort Lauderdale, FL (May 2025 – present)

Axis Creative Consulting provides digital marketing, branding, and event management services for businesses across South Florida and nationwide.

- Worked remotely while managing client strategy, campaign execution, website development, and cross-functional collaboration across multiple markets
- Led brand strategy and digital marketing projects for B2B and B2C clients across multiple industries
- Built the company's consulting process, client onboarding system, and project workflows
- Increased client retention to 98% through recurring account reviews and proactive campaign management
- Directed two major brand launches that increased client lead generation by an average of 25% within 90 days
- Managed website redesigns, SEO strategy, content planning, and customer engagement campaigns

Digital Marketing Manager | Tri-Source Pharma – Pompano Beach, FL (Dec 2021 – Jan 2025)

Tri-Source Pharma develops and markets pharmaceutical products across oncology, anesthesia, sedation, pain management, and animal healthcare sectors.

- Worked in a hybrid office environment, balancing in-office collaboration with remote management of digital campaigns, vendors, and cross-functional projects
- Directed full-funnel digital marketing campaigns across multiple pharmaceutical brands
- Increased website traffic by 36% year over year through email automation, SEO strategy, and targeted digital campaigns
- Reduced email bounce rates by 32% through audience segmentation and automated workflows
- Improved organic search performance through SEO content planning and ongoing campaign analysis
- Led website redesign projects that improved user experience, conversion flow, and digital visibility
- Managed event marketing and conference planning for ACVIM, VCS, AVMA, and Fetch360
- Created SOPs and marketing playbooks for internal teams and new staff training

Email Marketing Manager | DiscountMugs – Miami, FL (Apr 2019 – Feb 2020)

DiscountMugs is a national supplier of promotional products serving businesses, events, and organizations nationwide.

- Managed email and SMS marketing programs for more than 1 million subscribers
- Built automated lifecycle campaigns through Salesforce Marketing Cloud
- Increased email open rates from 14.8% to 22.6% through segmentation, testing, and content updates
- Achieved a 9% click-through rate across targeted campaign initiatives
- Launched the company's SMS marketing program, generating more than $126,000 in revenue within three months
- Maintained inbox placement rates between 94% and 98% through deliverability monitoring and compliance management
- Worked with creative and merchandising teams on product campaigns, landing pages, and promotional content

Marketing/Project Manager | Sunshine Bouquet Company – Miami, FL (Apr 2016 – Feb 2019)
Sunshine Bouquet Company manufactures and distributes fresh-cut floral products through major retail channels across the United States.

- Led marketing campaigns across print, digital, social media, and event channels
- Produced catalogs, brochures, trade show materials, website content, and product launch assets
- Increased social media engagement by 12% to 15% per month through photography and content strategy
- Designed a bouquet collection that generated more than $2.5 million in sales during 2018
- Managed trade show planning, vendor coordination, logistics, and marketing budgets
- Conducted market research and competitive analysis to support campaign planning and product positioning

Business Development Coordinator | The Gems Group, Miami, FL (Jan 2015 – Mar 2016)
The Gems Group develops floral marketing programs and retail partnerships for supermarket and mass-market channels across North America.

- Supported product development and client marketing programs within the retail floral industry
- Coordinated projects across operations, fulfillment, development, and sales teams
- Prepared business development presentations, product showcases, and retailer forums
- Managed client marketing platforms and customized promotional initiatives

Marketing Consultant (Freelance), Miami, FL (Apr 2013 – Dec 2014)

- Delivered marketing strategy and digital campaigns for hospitality, media, and property management clients
- Managed website design, SEO, social media campaigns, email marketing, and analytics reporting
- Conducted market research and campaign analysis to improve audience engagement and traffic growth
- Produced print and digital marketing materials for client campaigns and brand initiatives

Online Content & Social Media Director | Newvue, Miami, FL (Jan 2012 – Mar 2013)
Newvue specialized in IPTV consulting and channel development services for government and private sector clients.

- Directed social media, email marketing, PPC, SEO, and affiliate marketing campaigns
- Increased website traffic by 200% through branded social media growth programs
- Increased email engagement by 1,000% within six months through testing and content updates
- Managed analytics reporting and campaign performance tracking to improve marketing results

Marketing & Product Development Specialist/Catalog Merchandising Manager | Everglades Direct/ComplyRight, Inc., Sunrise, FL (Jan 2006 – Jan 2012)
Everglades Direct / ComplyRight develops business-to-business marketing, fulfillment, and HR solutions for national clients.

- Managed multi-channel marketing campaigns across email, PPC, direct mail, webinars, and digital advertising
- Supported annual marketing programs tied to a $56 million operating budget
- Reduced catalog production timelines by 30 days through workflow improvements
- Managed product lifecycle planning, forecasting, merchandising, and vendor relationships
- Contributed to the development and launch of HRdirect.com with a focus on user experience and digital performance

TOOLS & PLATFORMS

CRM & Marketing Platforms: HubSpot, Salesforce, Marketo, Braze, Iterable, Microsoft Dynamics
Analytics & Reporting: Google Analytics, SEMrush, MOZ, Tableau, Cognos, MySQL, A/B Testing
Email & SMS Marketing: Mailchimp, Klaviyo, Constant Contact, Salesforce Marketing Cloud, Attentive
CMS & E-Commerce: WordPress, Magento, Shopify, WooCommerce, Wix, Drupal
Advertising & Social Media: Google Ads, Facebook Ads Manager, LinkedIn, Instagram, Hootsuite
Project Management: Asana, monday.com, Basecamp

EDUCATION

Bachelor of Science in Magazine Journalism, Minor in Theatre, University of Florida, Gainesville, FL

Leadership & Recognition:

- Managing Editor & Writer, Orange & Blue Magazine (student publication); directed all aspects of magazine production including writing, editing, photography, and design
- President, Hispanic Communicators Association (2003)—promoted academic and career development within journalism and communications disciplines
- Vice-President, Pride Student Union (2001–2002)—fostered inclusive community environment