







MEG MURPHY

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SKILLS

- Brand and product messaging, positioning and strategy
- Copywriting, storytelling, and editing
- PR, communications, and media relations
- Product launch and go-to-market strategy
- Crisis and customer communications
- Channel sales and enablement strategy
- Executive thought leadership and content marketing
- Event direction and planning
- Employer branding campaigns
- Social media strategy and management

TECH

- Salesforce, Hubspot
- Mailchimp, Pardot
- Inflow, Slack
- Sprout Social, LinkedIn, Facebook, Twitter, Instagram
- Google suite, Microsoft office, Keynote, Coda,, Asana

EXPERIENCE

CHICAGO SUPERSTARS

Founder

Chicago, IL

Dec'19 – Present

Chicago Superstars is a crowdsourced talent database and community for people making career moves.

- Built a landing page, public resume database and an active slack community to bring visibility, support, and referrals to folks recently laid off or looking for work in Chicago
- Built brand awareness through Twitter, LinkedIn, Slack groups and partnerships with recruiters and Chicago tech influencers like Sales Assembly
- Launched a weekly newsletter for recruiters and hiring managers
- Secured coverage in Crunchbase news

FREELANCE CONSULTANT

Brand and Product Marketing

Chicago, IL

Dec'19 – Present

- Built brand and website for megalegamurph.com via Squarespace
- Launched Transloop brand. Project included competitive intelligence, messaging architecture, go-to-market strategy, media list building, announcement drafting, and thought leadership strategy development.

MAROPOST

Senior Brand Communications Manager

Chicago, IL

Sept – Nov '19

Worked with executives, designers, and leaders in demand generation and product marketing to evolve our brand voice and activate compelling stories. Achievements included:

- Announcement campaigns including press releases, blog posts, and social media campaigns
- Executive thought leadership blogs, social posts, and articles.
- Website copy, CTAs, and wireframes for maropost.com.
- Internal, customer and external crisis communications.

Customer Marketing Manager

Apr – Sept '19

Worked cross-functionally with product, marketing, and customer success leaders to build a customer communications, enablement, and advocacy program from the ground up. Specific wins include:

- Successful G2 review campaign resulting in first-ever leader badges in 7 categories.
- A new customer advocacy playbook to develop and activate customer stories and coordinate customer touchpoint across the organization, including product launches, newsletters, case studies, UX interviews, reference calls, and media opportunities.
- Launch of a new status page, crisis communications playbook, and incident response templates.
- Developing copy for cross-functional projects including webpages, product launches, and press releases.

G2 (Formerly G2 Crowd)

Senior Manager, Corporate Marketing

Chicago, IL

July '18 – Dec '18

Led 2019 rebrand, working with an agency and G2's executive team to develop a new name, logo, brand story and design system. Responsibilities included:

- Primary and secondary research and synthesis
- Agent RFP development, selection, on-boarding and management
- Brand strategy, storytelling, and creative direction

Led PR and corporate marketing strategy overhauling legacy processes and working cross-functionally with executives, investors, internal stakeholders and an external agency to plan and position announcements and secure bylines, awards and earned media.



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AWARDS

- *Employee of the Week - Maropost*
- *Editorial Advisory Board Member - Institute for Healthcare Consumerism*
- *College Key Society - Bates College*

PASSIONS

- *Brand strategy, storytelling, and go-to-market strategy for B2B SaaS startups and scale-ups*
- *Building and connecting communities*
- *Self-exploration and improvement*
- *Entrepreneurship, culture, leadership, and business innovation theory*
- *Crossword puzzles*
- *Competitive rowing*
- *Pickup lines*
- *Skiing, Sailing, and travel*

HEALTHJOY

Chicago, IL

Director of Partnerships

Dec '17 – Feb '18

I joined the sales team to build our channel enablement strategy, processes, pipeline, and assets for our first partner from the ground up. Wins included:

- Developing our first partner sales playbook, training program, and customizable asset library including a slide deck, email templates, demo scripts, FAQ documents, case studies and more

Director of Communications

Jul '17 – Dec '17

I joined HealthJoy's leadership team to reposition the solution in a new industry and distribution model and make a splash in their new market.

- Led all press outreach, thought leadership strategy and media training and served as company spokesperson at industry events and webinars. Secured placements in MarketWatch, Forbes, trade publications, local business journals, and more.
- Led customer marketing launching joint press release programs, securing and writing client testimonials, and leading joint webinars.

MAXWELL HEALTH

Boston, MA

Communications + Business Development Manager

Nov '15 - Jul '17

PR & Marketing Associate

May '14 - Nov '15

- Contributed to over 30% growth year-over-year in MQLs from 2015-2017, and responsible for \$200k+ in closed deals through events in 2015-2016.
- Established and managed press, analyst, and investor relationships and led PR strategy, securing coverage and bylines in MarketWatch, Huffington Post, Wall Street Journal, TEDMED, Entrepreneur and more.
- Developed and executed thought leadership and content strategy, managing an editorial calendar, copywriting, ghostwriting and placing bylines, and securing, preparing, and delivering presentations and speaking opportunities.
- Worked cross functionally with sales and product managers to source new partnerships and synthesize competitive intel and customer interviews. Led go-to-market strategy, messaging and positioning to launch new partnerships and product features.
- Helped launch customer engagement and communications strategy, including a customer community via Influitive, product advisory councils, bi-annual partner summits, joint webinars, email newsletters and press releases.
- Planned and attended over 40 yearly sales, recruiting, and customer and partner events including bi-annual partner summits and advisory councils. Responsible for research, vision, proposals and budgets, marketing campaigns, logistics, agendas, and representing Maxwell in-person and onstage

ABERDEEN GROUP

Boston, MA

Staff Writer and Editor

Nov '13 - May '14

- Copy-edited, proofread, and managed publication process for Aberdeen research practices
- Wrote and published articles to launch Aberdeen's content strategy

EDUCATION

BATES COLLEGE

Lewiston, ME

Bachelor of Arts, Sociology

Class of 2013

- Senior Class Co-President: responsible for event planning, community building, public speaking and alumni fundraising
- Co-Founder, Bates Night in Town, a biannual festival celebrating music, food, and the arts at Bates and in Lewiston / Auburn which received a Mayoral commendation
- College Key Society and Dean's List Honoree