

JARED MURRAY

SAN DIEGO, CA

260-437-9574

JARED@JAREDMURRAYPHOTOS.COM

WWW.JAREDMURRAYPHOTOS.COM

Education

Bachelor of Arts in Communications & Marketing

Huntington University

Experience

Jared Murray Photography

Owner | Aug. 2015 - Present

- Specializing in Photos & Video work with a documentary style approach
- Portraiture, events/conferences, lifestyle, editorial, and real estate
- Work has been featured in Voyager Phoenix, Phoenix New Times, on billboard campaigns, various trade publications, and more
- Servicing clients throughout Southern California and Arizona

App Saga

Content Writer & Strategist | Nov. 2011 – Aug. 2018

- Helped grow readership to more than 70K users a month
- More than 1,000 articles written on various Apple products and applications
- Created long-form review articles on specific applications and devices, giving detailed analysis and evaluation
- Wrote how-to content articles on learning various technical skills with an Apple product
- Provided commentary and news updates on Apple-related topics
- Ensured that all articles are optimized for SEO best practices

V Digital Services Agency

Digital Manager | Jan. 2016 – July 2017

- Lead a team of social media, content strategy, and SEO specialists
- Managed effective social media content strategy (onsite and ad copy) for more than 60 clients
- Managed social media and content campaigns that reached a collective target audience of more than 1 million users

- Developed and maintained relationships with client and researched respective industry, products, and services
- Actively sought out upsell opportunities where appropriate for the client to drive further success
- Managed a book of business of \$1.4 million in yearly revenue

Burnside Writers Collective

Content Writer & Social Media Editor | March 2012 – Aug. 2015

- Created posts for social media outlets highlighting website and blog content
- Was responsible for editing website and blog content so as to meet organizational standards
- Wrote long-form op-ed pieces with an eye toward humor and culture
- Wrote articles for our community that highlighted curated content from around the web

Skills Summary

Advanced Skill Sets and Proficiencies

- Photography
- Photo Editing (Lightroom + Photoshop)
- Copywriting, Content Creation/Strategy, Social Media Strategy
- SEO/SEM, Google Analytics (certified), AdWords (certified)
- Microsoft Office, Wordpress

Moderate Skills

- Adobe Illustrator, InDesign, Final Cut Pro X