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# HOLLY MURRAY

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[in linkedin.com/in/hollymurray1](https://www.linkedin.com/in/hollymurray1) [twitter.com/#!/HollyMurray\\_](https://twitter.com/#!/HollyMurray_) [foursquare.com/hollymurray\\_](https://foursquare.com/hollymurray_)



## Marketing and Communications Coordinator at vpi Inc.

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### Qualifications and Capabilities

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- Excellent written and oral communication skills
- Strong leader who takes initiative
- Very organized and uses strategic thinking when implementing new ideas
- Responsible and committed individual with great drive to complete every task given with precision and originality
- Excellent self-management skills
- Team player - always look forward to a challenge
- Computer skills including internet and all Microsoft Office applications
- Research and write communications materials ranging from: news releases, articles, social media posts, presentations, annual reports and speeches

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### Mission Statement

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With five years of experience in Journalism (Magazine, Broadcast, Newspaper and Online), Media Relations, Communications Planning, Social Media and Marketing Research - my goal is to move the marketing industry towards cutting-edge, big-picture thinking.

Jan 2012 - Present

#### Marketing and Communications Coordinator

*vpi Inc*

I provide marketing, advertising, copy editing and process creation support to **vpi** Inc.

- Produce: press releases, media advisories, CSR reports and White Papers: The Top Six Reasons to Outsource HR and Bill 168
- Monthly columnist for multiple publications
- Edit and review all manuals and brochures
- Orchestrate the orientation for new hires
- Produce free-of-charge, ongoing radio campaigns
- Created and manage the online presence including, but not limited to: LinkedIn, Facebook, Twitter, YouTube and our website.
- Produce monthly SM analytic reports
- Organize and host annual All Staff Meeting

Aug 2011 - Dec 2012

#### Public and Media Relations Coordinator

*Hennessy Sports Canada*

- Write and distribute Press Releases
- Compile media lists
- Establish and maintain relationships with different media outlets
- Sports Reporter at media luncheons [when needed]
- Create and maintain SM accounts: Twitter and Facebook
- Create and oversee campaigns for free ticket giveaways
- Write and distribute media accreditations for events

- Manage Will Call to ensure media and VIP members received their tickets
- Day of event: Set up venue and arrange seating
- Schedule interviews with athletes and Managing Directors of the company
- Main contact to inquire about and schedule interviews regarding future events and happenings within HSC

Sep 2010 - Jun 2011

## Post-Graduate: Public Relations

*Humber College*

Selected Courses Include:

- PR Writing Lab
- Event Planning and Management
- Public Affairs
- Organizational Communications Theory and Practice
- Social and Digital Media
- Corporate and International Public Relations
- Marketing Communications
- Strategic Communications
- PR in the Workplace
- Presentation Skills
- Communicating CSR and Sustainability
- Research for Public Relations
- Media Relations
- Change Management and Communications
- Design for Public Relations
- PR-In the Non-Profit Environment
- Field Placement

Sep 2005 - Jun 2009

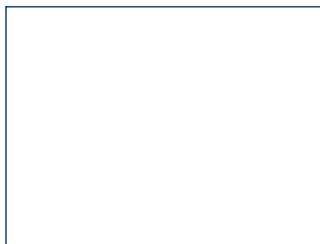
## Journalism

*Ryerson University*

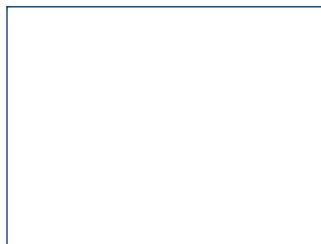
Selected Courses Include:

- Information and Visual Resources for Journalists (JRN 100)
- The Culture of News (JRN 120)
- Introduction to Reporting (JRN 121)
- Grammar (JRN 199)
- Social Psychology (PSY 124)
- Introduction to Online Journalism (JRN 112)
- Elements of Feature Writing (JRN 124)
- Introduction to Video & TV Journalism (JRN 125)
- Ethics and Law in the Practice of Journalism (JRN 123)

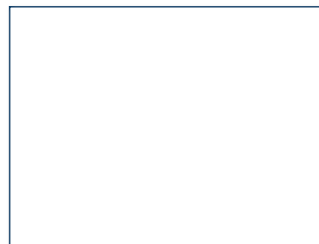
## Portfolio



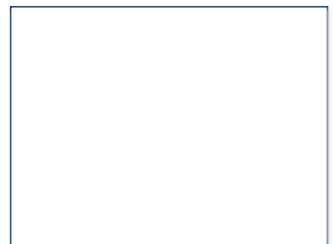
Secondary Research



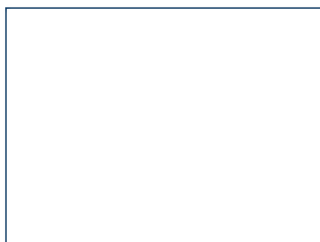
Media Monitoring



Now Magazine Article



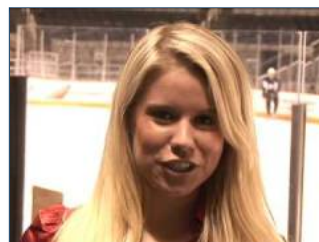
180 Magazine Article



Communications Plan



Humane Society Interview



Sidney Crosby Interview

## White Papers



White Paper: Bill 168



White Paper: Top Six Reason...

### Marketing, Public Relations and Journalism

Press Releases | Media Relations | Event Planning | Media Relations | Event Planning | Media Releases | Copy Editing | White Papers | Public Speaking | Speech Writing | Media Skills Training | Social Media Marketing | Online Reputation Management

Jan 2012 - Present

AODA

*vpi Inc*

