

# Patrick Doyle Murphy

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## EDUCATION

Aug. 2001 – May 2005

**Arizona State University** **Tempe, AZ**  
**B.A. Communication Studies**

Jan. 2004 – July 2004

**Universidad Politécnica de Valencia** **Valencia, España**  
**International Studies Abroad**

- Completed a cultural and linguistic emersion program and cultural tours throughout Spain and Europe.

## WORK EXPERIENCE

January 2007 – Present

**RIESTER** **Phoenix, AZ**

### Media Buyer/Planner

- Strategically buy and plan media for various clients both nationally and locally. Such clients include McDonalds of Southern Idaho, Culligan Water, Mid First Bank, The Scottsdale Convention & Visitors Bureau, Gold's Gym and the California Department of Conservation. Meet performance measures and provide post buy analysis to clients in an effort to align with goals.

June 2006 – January 2007

**Media Buyer** **Phoenix, AZ**

- Served as a buyer in support of the Broadcast Supervisor for six months, focusing on Spot TV and Radio. Quickly excelled in spot buying and began managing media budgets as well as developed standards in buying practices for the department. Worked with the Executive Director of Media in order to strengthen expertise in buying practices including targeted composition television buying.

July 2005 – April 2006

**Verso Advertising Inc.** **New York, NY**

### Media Assistant

- Served as a direct contact between clients, agency and publications. Reserved ad space for clients in Magazines, Journals, Radio, Online, Outdoor, and TV. Trafficked ads submitted materials to publications edited and wrote copy. Researched new ad opportunities and served as the Account Executive for Penguin Academic and Oxford University Press.

Sep. 2004 – Dec. 2004

**Arizona Business Magazine** **Phoenix, AZ**

### Editorial Intern

- Wrote articles and sidebars for *Experience Arizona* and *Arizona Business Magazine*. Researched potential subjects and conducted interviews for upcoming issues. Responsible for copyediting and fact checking. Maintained advertising contact database.

## SPECIAL SKILLS

Excel, Word, PowerPoint, Outlook, Smart Plus, MRI, Scarborough and TNS Competitive Data