

AINSLEY MURPHY

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EDUCATION

Clemson University

Bachelor of Science in Marketing

GPA: 3.41/4.00

Aug 2021 – May 2025

Master of Science in Marketing

June 2025 – May 2026

PROFESSIONAL EXPERIENCE

Crown Town Frose, South Carolina

Sales and Marketing Associate

March 2024 – Present

- Tailor marketing strategies for a college town audience, increasing student engagement and visibility.
- Manage sales and customer interactions during peak weekends to maximize revenue.
- Lead social media campaigns and on-site activations, including tailgates and events, to drive brand awareness and foster community involvement.

Clemson Alpha Phi, Clemson, South Carolina

Social Media Director

December 2023 – January 2025

- Implemented targeted content strategies to boost social media growth, accumulating 747,337 TikTok views and increasing overall social following by 5,000+. Leveraged data analytics for optimization.
- Created and curated brand-aligned posts to ensure consistency and relevance across multiple platforms.
- Cultivated collaborations and alumni relationships, enhancing community connections and support.

OTHER EXPERIENCE

Amazon Prime

Marketing Intern and Campaign Ambassador

February 2025 – July 2025

- Develop and execute content aligned with Amazon's guidelines to promote Prime benefits.
- Create, film, and edit engaging social media content, incorporating required elements and optimizing for platform trends.
- Analyze content performance metrics to assess effectiveness, adapt strategies, and maximize reach.

Clemson University, Clemson, South Carolina

Clemson Alpha Phi Homecoming Chair

September 2023 – September 2024

- Led and directed all sorority involvement in Homecoming, enhancing organization and creativity.
- Designed float concepts, collaborated with other Clemson organizations to bring ideas to life.
- Managed budgets, service hours, and logistics to ensure efficient execution and clear communication.

Clemson University, New York City, New York

Gateway to World Markets Course

May 2024

- Engaged with leaders across 15 industries in NYC, gaining insights into diverse career and business operations.
- Participated in high-level networking events, establishing connections to advance career development.
- Gained firsthand experience in marketing and business, deepening my understanding of market driven decision-making.

HONORS AND ACTIVITIES

Clemson University's Dean's List

Sales Club, Women in Business Club

Law Firm Runner, Babysitter, Cola Stacks Marketing Associate

NIL Certification

SKILLS

Microsoft PowerPoint & Excel

Adobe Illustrator & Photoshop

Canva