

AINSLEY MURPHY

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EDUCATION

Clemson University

Bachelor of Science in Marketing

GPA: 3.41/4.00

Aug 2021 – May 2025

PROFESSIONAL EXPERIENCE

Cola Stacks, Columbia, South Carolina

Marketing Associate & Event Manager

May 2025 – Present

- Lead influencer outreach and partnerships, creating tailored campaigns to expand reach.
- Plan and manage pop-up events with stores and venues aligned to target audiences, traveling across the Carolinas and nearby states to build customer relationships and boost brand visibility and sales.
- Support order fulfillment and oversee on-site activations to enhance the in-store experience.

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

April 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, Crown Town Frosé Associate

NIL Certification

SKILLS

Microsoft PowerPoint & Excel

Adobe Illustrator & Photoshop

Canva