PATRICK MURRAY

**SEATTLE, WA| 206.778.9338**

**patrickmm@gmail.com**

**www.linkedin.com/in/patrick-m-murray**

**Senior Digital Experience Professional**

Career expertise in content ideation, implementation, and campaign management in the ecommerce space. Spearheading projects, working closely with Project Managers, Developers, and other key stakeholders to simplify page creation, increase SEO, decrease page load times, and improve the customer journey. Demonstrate a proven record working across teams, and organizations to implement new technologies and tools, identifying process improvements, and automation, provide documentation, enhance user experience, and achieving customer objectives. Key areas of skill include:

• Effective Communication • Collaboration • Team Leadership • Project Management • Content Ideation / Design • Segmentation Management • Process Improvement • Analytics • Documentation & Training• A/B Testing • Release Cycle Management

**TECHNICAL SKILLS**

Adobe Analytics • Tableau • Workfront • Teamsite • JIRA • Adobe EM 6.4, 6.1, CQ5 • HTML5 • CSS3 • ATG • TD Platform ERM • SEO Best Practices • Daily & Portfolio Project Release Cycles • Test & Learn Roadmaps

**EXPERIENCE**

**TekSystems (T-Mobile)**, Bellevue, WA December 2021 – current

**Digital Business Manager** – Brand & Network

Web Channel Manager for Network brand marketing team. Execute against web marketing strategies that unlock incremental business value through exceptional web and app experiences that deliver seamless discovery and adoption of our products, features, and services. Accelerates business impact by leveraging data to inform web merchandising tactics, campaign optimization, and customer flows for T-Mobile.

• Define and execute web activities to support business goals, offers, device launches, and enterprise initiatives as well as analyzing relevant data and insights to inform and optimize campaign and site performance

• Own the merchandising and traffic flow to move customers through the funnel and retain them, including customer segmentation and tailored experiences

• Optimize outcomes by analyzing performance, behavioral, customer and market data and insights

• Develop hypotheses and create a test-and-learn plan for improving experiences and functionality across key areas in Digital using consumer and market data and insights

• Lead transformation through continual optimization and building efficient and scalable processes

**AT&T**, Bothell, WA April 2009 – October 2020

**Sr. UX Content Implementer** - Digital Merchandising Studio, **July 2019 – October 2020**

Manage content implementation for the B2C Wireless buy-flow on the Digital Merchandising Team.

• Manage device-specific content, offers, segmentation; coordinate with developer, design, and legal teams.

• Engage with lead producers and developers to create an SEO component for product list pages, providing greater visibility for customers.

• Play a key role in developing automation activities to increase speed to market.

**Professional Applications Developer** - Tech. Dev Team, **April 2017 – July 2019**

Spearheaded the implementation of a new CMS system which increased speed-to-market by cutting production turn around time by 50%.

• Engaged in a yearlong incubator initiative to upgrade all wireless product pages to improve the overall user experience across multiple view ports through RWD methodology, incorporating HTML5 and CSS3 into the pages and allowing for customization without the need for templates.

• Helped identify inter-dependencies between teams, set timelines and schedules for content delivery, IST and UAT testing teams, business clients, designers, and developers.

• Delivered for the Portfolio Projects teams by successfully setting up a working deployment model for each release, providing appropriate cut-off dates to each team, remove roadblocks and increase ownership.

**Release Defect Manager IT** - Customer Solution Centers, **October 2016 – April 2017**

Managed content defect resolution for major releases. Worked with business partners, testing and development teams, vendors and other stakeholders to resolve release defects.

* Fielded, investigated, assigned and followed up on resolution of all incoming defects to the Content Implementation team.
* Led regular meetings to discuss and track all aspects of defect resolution, reporting on resolution rates, and tracked trends.
* Effectively manage multiple projects/assignments simultaneously in a rapidly changing environment with shifting priorities, short turnarounds and hard deadlines.

**Content Implementer** - Consumer Sales & Service, **June 2014 – October 2016**

Created, implemented and managed content across all channels of AT&T’s consumer wireless sites.

* Fostered positive productive relationships with developers, environment managers, and producers on a major content migration project.
* Established an efficient workflow process, and guided structuring of the environment to ensure maximum efficiency within the CMS tool, and reduce lag time.
* Provided leadership with up-to-the-minute metrics on projects, defects, and other issues.

**Business Manager IT** - Consumer Sales & Service, **April 2009 – June 2014**

Ramped up quickly on new platforms, tools and processes in the busy wireless daily release environment.

* Established positive working relationships across teams and functions to improve efficiencies, and become a valuable contributor to the organization.
* Worked on the Sales Wiki Team, provided trainings on new components in the Uverse Mobile Express buy flow for projects moving to daily release sustainment team.
* Contributed to process improvements for managing translator key file structure.
* Established a standardized process for how to request additions/updates to the CI Team.

**EDUCATION / TRAINING**

Bachelor of Arts (BA), Communications & Media • The Evergreen State College • Olympia, WA

Copywriting program • School of Visual Concepts • Seattle, WA