

ROBERT MICHAEL MURRAY

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PROFESSIONAL OVERVIEW

Established digital communications strategist with more than 13 years of experience blending creative storytelling, strategy and emerging technologies to help commercial, nonprofit, political and higher education clients meet institutional objectives, create brand loyalty, and build meaningful relationships with global audiences.

SUMMARY OF EXPERTISE

- Proven media relations, event logistics, protocol, and crisis communications experience
- Demonstrated success in strategic planning and forecasting the application of emerging technologies
- Significant experience helping organizations define key metrics and measure project effectiveness
- Substantial experience building external relationships and managing vendors and third-party engagements
- Thorough understanding of brand strategy, global positioning and interactive brand extension
- Extensive background working with senior management to establish institutional objectives

HIGHLIGHTED ACHIEVEMENTS

- Spearheaded a paradigm shift at Georgetown University institutionalizing the use of emerging technologies to communicate with internal and external audiences; including defining the business case and technical requirements for a \$10 million breakthrough broadcast audio/video infrastructure investment.
- Created a content publishing system which transformed Georgetown's ability to allow more than 2,500 users to publish content and syndicate it across the institution's Web landscape, as well as, externally to distribution channels (e.g., Facebook, iTunes U, FORA.tv, Twitter, etc.) increasing views by more than 500 percent.
- Led creative and technical production for signature events (e.g., President Bill Clinton, Mrs. Laura Bush, Chairman of Afghan Interim Govt. Hamad Karzai, and others) and served as technical liaison for network television programs (e.g., West Wing, Hardball, Mad Money, etc.) garnering national and international coverage.
- Produced hundreds of live and VOD webcasts of high-profile events (e.g., Mayor Michael Bloomberg, Senator John Kerry, Prime Minister Tony Blair, and others), press conferences, media briefings and original programming viewed by hundreds of thousands of viewers from more than 80 countries.
- Developed and branded a public website and media extranet for the 2000 Democratic National Convention; used by more than 40 million visitors worldwide and 15,000 national and international journalists, respectively, producing a 16 point bounce for the Democratic presidential candidate.

PROFESSIONAL EXPERIENCE

Digital Communications Strategist, Los Angeles, CA and Washington, DC	1999-present
Director of Digital Media, <i>Georgetown University</i> ; Washington DC	2006-2008
Director of Technology Strategy and Development, <i>Georgetown University</i> ; Washington DC	2003-2006
Associate Director of Communications, Technology, <i>Georgetown University</i> ; Washington DC	2001-2003
Webmaster, <i>Democratic National Convention Committee (DNCC)</i> ; Los Angeles, CA	2000-2000

TECHNICAL SKILLS AND ABILITIES

- **Web:** information architecture, user interface design, graphic design (e.g., Photoshop, Fireworks, Illustrator, etc.), usability testing, production (e.g., XHTML/HTML, CSS, Javascript, Flash, etc.), application development, e-commerce and online giving, content syndication (e.g., XML, RSS, APIs, etc.), rapid prototyping (e.g. Visio, OmniGraffle, MS Office, etc.), accessibility, search engine optimization, analytics and user research.
- **Broadcast:** live event production, satellite and cable playout, live and on demand streaming (e.g., VOD, IPTV, DRM, etc.) production (e.g., Final Cut Pro, Premiere, Cakewalk, etc.), asset encoding (e.g., Flash, Microsoft Windows Media, Quicktime, H.264, etc.), content management, mobile delivery, search and preservation.

PROFESSIONAL AFFILIATIONS

Senior Fellow; Institute for International Law and Politics, Georgetown University (2003-present)

EDUCATION AND TRAINING

University of California, San Diego -- Warren College; major(s) Ethnic Studies and Political Science

