

Nicole Murray

Global Marketing and Communications Manager

Bridging the gap between innovative Marketing strategy and solid ROI that stands the test of time.

17 years of experience driving strategic growth and visibility in a variety of game changing marketing roles for both domestic and international brands. Highly competitive, passionate, persuasive and articulate; fearless presenter. Adaptive and able to execute on deliverables under highly pressurized, constantly changing circumstances.

VALUE OFFERED



TECHNICAL KNOWLEDGE

SOFTWARE	COMPETENCIES	STRATEGIES
<ul style="list-style-type: none"> • Confluence • JIRA • JIRA Service Desk • Adobe Creative Cloud • Adobe Photoshop • Adobe Illustrator • Microsoft Office • FrameMaker • Visio • SharePoint 	<ul style="list-style-type: none"> • Crisis Management • Corporate Spokesperson • Marketing Research/Analysis • Reputation Management • Vendor Relationship Management • UI/UX Consulting • Recruiting and Managing Staff • Budget Management • Media Training • Television Show Production 	<ul style="list-style-type: none"> • Agile Project Management • Journey Mapping • Focus Groups • Persona Analysis • Event Marketing • Press Conferences • Story/Idea Pitching • Implementation • Quality of Experience Analysis

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PROFESSIONAL EXPERIENCE

International Business

Various countries and US cities/states visited throughout career on multiple occasions.

- USA
- Denmark
- Norway
- France
- Amsterdam
- Additional domestic business experience in Houston, Dallas, Austin, New York, Los Angeles, Orange County, Oklahoma, Miami, Ohio and Philadelphia among others.

National Oilwell Varco

November 2013 - Present

Corporate Engineering Marketing Manager/Global Engineering Collaboration Manager Reporting to Vice President

- Responsible for developing all internal marketing and communications strategies for National Oilwell Varco's globally distributed corps of 15,000 engineers
- Was recruited from Baker Hughes to spearhead the development of a digital Global Engineering Collaboration Portal on an Atlassian Confluence platform
- Recruited, hired and managed a team to execute project
- Developed both online and instructor led training tracks for users; conducted in person training classes with engineers in multiple countries
- Completed global launch on time and under budget
- Achieved critical mass within 30 days of launch and accomplished buy in within 160 days
- Developed tracking system to stave off attrition and monitor retention
- Utilized all marketing tools including social media elements, content based strategies and online events to drive success
- Liaison to 70 engineering software providers/vendors for all corporate engineering software tools
- Implemented annual event, NOV Engineers week which has been endorsed and supported by NOV's CEO, Clay Williams, who gave the opening presentation impacting hundreds of Houston students
 - NOV Engineers Week is a time of celebrating the contribution engineers make to the world at large by sharing the engineering experience with children and young adults.
 - Partnered with Research and Development to create a fair for local students
 - Developed a community partnership with The Harmony School of Engineering
 - Engineers Week is a global observance celebrated by many companies, 2015 was NOV's inaugural year

Baker Hughes Inc.

February 2013 - November 2013

Completions and Productions Engineering Technical Writer/Editor

- Recruited from Baker Hughes Telecom & Mobility team onto the Engineering Completions and Production team
- Crafted the documentation relevant to 14 globally manufactured and distributed product lines covering Intelligent Well Systems, Sensors, Fluids and Packer Systems
- Wrote, edited and published all documents related to the sale, use and manufacture of those product lines
- Collaborated with SMEs, engineers and safety personnel to mine and refine data for content
- Managed the flow of information related to my product lines both with internal and external customers on a global level

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- Managed the migration of these product lines and their relevant documentation into the BHOS (Baker Hughes Operating System) roll out on a SharePoint platform
- Contributed to the internal branding of the BHOS Technical Documentation team throughout the company during the roll out
- Created presentations explaining the value of Technical Documentation and writing standards as it related to the BHOS rollout and help build excitement about rollout

Baker Hughes Inc.

Wireless Telecom & Mobility Vendor Liaison

Quality Assurance Analyst

- Managed portfolio of more than 13,000 Verizon accounts; 4,640 AT&T Connect accounts and more than 20,000 AT&T accounts affecting all Baker Hughes Western Hemisphere wireless users and all conferencing users globally
- Managed the relationship between Baker Hughes Inc. employees and wireless providers.
- Liaised with employees, vendors and Baker Hughes senior leadership regarding portfolio of accounts and the needs related to them
- Minimized corporate expenses by providing cost effective solutions to account related concerns
- Conducted random reviews of HDI customer surveys and after care marketing initiatives to improve customer opinions
- Developed tracking system to manage negative surveys and influence new, positive opinions

Change The Bubble Agency

May 1999-February 2013

Strategic Marketing/Public Relations Consultant

- Managed campaigns for global and domestic brands
- Planned and executed events (grand openings, launch parties, awareness campaigns) in Houston, New York, Los Angeles and various other locations globally
- Wrote copy for campaigns and product launches; wrote executive bios for clients
- Oversaw account acquisition and sales efforts
- Represented globally recognized entertainers, athletes, authors and corporations
- Wrote all marketing materials and product descriptions
- Developed graphics for marketing kits and sales kits; IPO marketing
- Developed Christian Marketing catalog for clients in the church sector
- Budgeting, forecasting and planning of all marketing initiatives
- Worked as direct liaison with Strategic Marketing department counterparts at Sony Music Group on behalf of Music World Music
- Negotiated strategic partnerships and co-op advertising opportunities with the following entities: Cotton Incorporated, Foot Action Corporation, Moviso Corporation, International Star Registry, Rock Hard Cosmetics, Alloy, 360 Youth, 2007 Theologian Awards & Gospel Celebration and many others resulting in deals generating more than \$1 million in incremental revenue
- Created marketing initiatives for such celebrities as, Destiny's Child as a group and as solo artists, PLAY, Solange Knowles, Ramiyah, Skye, Tina Knowles and all artists on the Music World/Sony Roster
- Led the conceptual and editorial development of multiple online portals

ENTREPRENEURIAL EXPERIENCE

Colbert Ball Tax Franchisee

December 2014 – Present

Owner of a seasonal tax preparation franchise storefront

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COMMUNITY SERVICE & VOLUNTEERISM

Lakewood Church **2011-2013**
Volunteer Prayer Partner & Stephen Ministry Counselor
Acted as spiritual counselor to church members and visitors during church services.

PROFESSIONAL CERTIFICATIONS

Discover Leadership Training Master Graduate **2004**
Commissioned Stephen Ministry Counselor **2013**
Certified Tax Preparer **2014**
Six Sigma Certified **2015**