

Catherine E. Murden

Suffolk, VA

(757) 375-0718 | catherineemurden@gmail.com | katiemurden.com

EDUCATION

James Madison University, Harrisonburg, VA

Expected Graduation: May 2025

Bachelor of Business Administration: Marketing

Concentration: Digital Marketing

Earned 2nd Place in the Rainey-Shepard-Kushel Business Plan Competition - Bidet Buddy, LLC

This business plan competition showcases the best business plans that were developed within a school year, all competing for \$50,000 in scholarships. During the semester student-teams filled with different College of Business majors, create a full business plan comprising management, marketing, finance, and operation sections, including a formal presentation.

Participant, Study Abroad Program in Greece & Turkey

May/June 2024

- Completed an intensive three-week study abroad program focused on Consumer Behavior and Services Marketing, earning hands-on college credit.
- Gained a deep understanding of global consumer behavior and services marketing through immersive classroom lessons and real-world applications in Greece and Turkey. We were able to engage with various industries including hotels and resorts, restaurants, wineries, shipyards, and fisheries.
- Analyzed cross-cultural marketing practices. Explored how cultural differences influence consumer decision-making, service expectations, and marketing strategies between two different countries.
- Developed a unique perspective on global marketing practices, which enriched academic knowledge and enhanced career readiness in international marketing.

EXPERIENCE

Brite Brand Illuminations, Norfolk, VA

June 2024 – Present

Intern

- Assists with organizing and cataloging an extensive photo library, utilizing creative thinking to ensure photos were properly tagged for easy access by creative and social media teams, streamlining workflows and enhancing team efficiency.
- Contributed to sourcing user-generated content through the Crowdriff platform, identifying engaging visuals that aligned with client branding and supported targeted marketing campaigns.
- Actively participated in a brand strategy session for an agency client, collaborating with agency and client teams to develop innovative marketing solutions. Presented ideas to the group from a Gen Z perspective.
- Assisted in creating dynamic social media reels for a client. Worked with the social media team to analyze key Meta metrics, learning about content strategy, posting schedules, and convention rates for increased engagement.

JMU Sports/Varsity Cheerleading Team, James Madison University

August 2024 – Present

Social Media Assistant

- Worked closely with the JMU Sports Communications Assistant to create engaging content for the official JMU Varsity Cheerleading Instagram account, helping increase follower engagement and visibility.
- Assisted in developing a content calendar, strategically planning upcoming posts to align with team events, performances, and overall university branding.
- Sourced high-quality images and video content for social media posts, ensuring visuals reflected the team's spirit and energy while maintaining brand consistency.
- Created dynamic Instagram reels and stories, utilizing creative editing and design techniques to highlight team achievements, behind-the-scenes moments, and fan engagement.
- Supported the development of marketing strategies to enhance the online presence of the JMU Cheerleading team, contributing to a positive and professional team image across social media platforms.
- Enhanced skills in social media management and content creation, while gaining experience in collaborative teamwork and strategic communication.

Nike Factory Store, Norfolk, VA

June 2023 – August 2023

Seasonal Retail Associate

- Provided exceptional customer service by assisting shoppers with product selection, addressing inquiries, and ensuring an outstanding in-store experience.
- Processed transactions efficiently at the register, handling cash, credit, and gift card payments while maintaining accuracy and a high level of attention to detail.
- Promoted Nike's VIP program, consistently ranking in the top five for weekly sign-ups by effectively communicating program benefits and building rapport with customers.
- Collaborated with team members to maintain store organization, stock shelves, and ensure a clean and welcoming environment for all customers.
- Contributed to achieving sales targets by identifying customer needs and recommending appropriate products, leading to increased customer satisfaction and repeat business.

Vintage Tavern, Suffolk, VA

May 2022 – April 2023

Hostess

- Managed the front-of-house operations, ensuring smooth customer flow and optimal seating arrangements to maintain an efficient dining experience.
- Created and maintained reservation charts, effectively managing bookings and coordinating table assignments to optimize guest satisfaction and minimize wait times.
- Answered phone calls, provided information about menu offerings, and handled reservations with professionalism, ensuring a welcoming atmosphere for all customers.
- Collaborated with the waitstaff and management team to ensure timely service and an exceptional dining experience, demonstrating strong teamwork and communication skills.
- Developed problem-solving abilities through handling various customer concerns, maintaining a calm and professional demeanor under pressure.

CAMPUS INVOLVEMENT

Student Athlete - Varsity Cheer Team, James Madison University

August 2022 – Present

- Collaborated with a diverse team of athletes to develop and execute high-energy routines, demonstrating strong communication, adaptability, and problem-solving skills.
- Led and supported team members during practice and performances, fostering a positive, inclusive environment that promoted trust and accountability.
- Developed leadership skills by mentoring new team members, helping them acclimate to team culture, and encouraging individual growth within a collective goal.
- Played a key role in team-building activities, cultivating resilience and motivation to overcome challenges and achieve collective success.
- Managed rigorous academic schedule alongside competitive practice and event commitments, showcasing excellent time management and prioritization skills.
- Represented the university at national competitions, exhibiting professionalism and dedication to the team's goals.

CERTIFICATIONS

- Canva Essential Training – LinkedIn
- Learning SQL Programming – LinkedIn
- Adobe Analytics Essential Training – LinkedIn
- Google Analytics 4 Certification – Google
- Google Ads Search Certification – Google
- Digital Marketing Certification – HubSpot Academy
- Content Marketing Certification – HubSpot Academy
- Search Engine Optimization Certification – HubSpot Academy

HARD SKILLS

- Google Analytics
- Canva
- RStudio
- Power BI
- G Suite
- Microsoft 365
- SEO
- Proficient in Photography and Videography

SOFT SKILLS

- Oral and Written Communication
- Time Management
- Interpersonal Skills
- Creativity
- Adaptability
- Problem Solving
- Project Management Experience in Academic and Professional Settings