

KEVIN C. MURPHY

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Passion-driven sales and marketing professional with over a decade of diverse hands-on experience. И тоже говорю по-Русски.

EXPERIENCE

DIRECTOR OF SALES & MARKETING, SWOBO BICYCLES

PORTLAND, OR - AUG 2013 - OCT 2014

Managed sales efforts building rep force, go-to-market strategy, and pricing for lifestyle bicycle and apparel brand; Grew US dealer base over 100%; Pioneered EU market access via UK distributor; Developed distributor, dealer, and consumer-direct sales channels via new pricing structure; Reworked online sales strategy opening up sales to Amazon and other online resellers

Authored marketing plan, budget, and communications including press releases, advertising agreements, and strategic social media content; Grew social media presence nearly 150% across Twitter, Facebook, and Instagram; Established co-op advertising campaigns with multiple publications, e.g. Dirt Rag, Bicycle Times, Bike; Developed original video series, *Movers & Makers*

ADVISOR, AKULA BRAND CONSULTING

PORTLAND, OR - JUL 2013 - PRESENT

Brand positioning and sales strategy for small cycling companies; Clients include: Metrofiets, Farrier Bicycles, Truth Wheelworks, Sage Cycles

SALES & BRAND MANAGER, PORTLAND DESIGN WORKS

PORTLAND, OR - FEB 2011 - JUL 2013

Developed marketing strategy, strategic partnerships, and unique media content including blog, social media, video; Managed dealer and consumer marketing communication; Supported US and UK sales network via IBDs and distributor sales reps; Averaged nearly 30% annual growth YOY

SALES MANAGER, SHOWERS PASS

PORTLAND, OR - APR 2009 - FEB 2011

Built in-house sales department; Managed US dealer network, outbound marketing communications, brand presence at events; Implemented Salesforce CRM database; Grew dealer network outside of PNW by over 50%

MARKETING & SALES REP, MACHINERY ROW BICYCLES

MADISON, WI - FEB 2006 - NOV 2008

US-RUSSIA RELATIONS EXECUTIVE ADMIN, NIXON CENTER

WASHINGTON, DC - 2004 - 2006

EDUCATION

M.B.A.
UNIVERSITY OF WISCONSIN
2006 - 2008

NICHOLAS CENTER FOR APPLIED
CORPORATE FINANCE

Key Coursework:

Product Marketing & Channels;
Corporate Financial Policy; Bargaining &
Negotiations; M&A Strategy

Strategic consulting for Qualcomm,
Johnson Controls, Mason Wells

SENIOR FINANCIAL ANALYST
INTERNSHIP, INTEL CORPORATION

HILLSBORO, OR - SUMMER 2007

Performed competitive investment
analysis and spend recommendation for
new market segment opportunity

B.A.
UNIVERSITY OF WISCONSIN
1999 - 2003

Double Major:

RUSSIAN LANGUAGE &
LITERATURE

POLITICAL SCIENCE

Certificates:

CENTER FOR RUSSIA, EAST
EUROPE, AND CENTRAL ASIA

MIDDLEBURY COLLEGE SUMMER
RUSSIAN SCHOOL

Honors and Awards:

Office of Governor of Wisconsin, Jim
Doyle - Constituent Services Internship

Stanford University Democratic Partners
US-Russia Leadership Conference

Iron Cross; Dobro Slovo; Phi Kappa Phi;
Additional Honors on [LinkedIn](#)

SKILLS & INTERESTS

MS-Office Suite; Salesforce; Adobe
Photoshop, InDesign, and Illustrator

Video Production (planning, production,
basic editing via Final Cut Pro

Watercolor and Acrylic Painting

Mountain and Road Cycling, Skiing

Songwriting