**Kevin V. Murphy**

MurphyKevinV@gmail.com

**Summary**

Focused, energetic professional with diverse business experience bringing extensive military and corporate leadership experience to the teaching profession as a secondary education teacher. Proven written, presentation, and interpersonal skills used effectively in executive management interactions that can be leveraged in the classroom to motivate students to excel.

**EDUCATION**

**Secondary Education Certification**, Certificate in Business & Computer Information Technology and Social Studies, Immaculata University, Immaculata, PA, July 2009; GPA of 4.0

**Masters of Business Administration (MBA)**,Management Decision Making Concentration, George Washington University, Washington, DC, 2001; GPA 3.9

**Bachelor of Science, Business Administration**, Finance Major and History Minor, Georgetown University, Washington, DC, 1994 (Graduated Cum Laude with a GPA of 3.6, major GPA of 3.9)

**RELEVANT SKILLS**

***Education, Instruction, and Program Development***

* Implemented a training program to ensure all civilians and junior enlisted soldiers’ maintained proficiency in cashier operations, which significantly improved unit deployment readiness.
* Organized the implementation of automated local printing of 25,000 payroll statements for the first time in a decentralized manner, for family members in Germany and deployed soldiers in Bosnia, Hungary, and Croatia. Created and administered training program for continued printing operations.
* Briefed, educated, and solicited assistance from senior level executives from various Department of Defense and other governmental agencies for needs critical to the success of sensitive classified missions such as funding requests.
* Presented to all deploying soldiers and their families to educate them on applicable key considerations and financial benefits in both large group settings or in smaller sessions with individual units’ family support groups.

***Communication and Group Management***

* Coordinated directly with marketing executives from prominent partners to discuss results, product development, list segmentation opportunities, and integrated brand messaging.
* Negotiated extended contract terms for top partners generating more than $15 million profit and 25,000 accounts annually to ensure the continued profitable relationship of large programs of more than $400 million in loan balances.

***Creative and Presentation Skills***

* Developed and modified promotional material highlighting key product features with internal advertising agency, MasterCard and Visa, production vendors, and partner groups’ internal or external creative partners, consistently keeping all campaigns on tight designated timelines and costs under budget.
* Launched the first 529 Investment Rewards credit card program, a new innovative product which required extensive coordination among all divisions of the bank including systems integration to deliver a seamless, robust rewards rebate program.
* Spearheaded the launch of two award-winning rewards programs in the direct mail and telesales channels that were deemed best-in-class in the card industry: NFL Extra Points and MLB Extra Bases rewards programs.

***Leadership, Supervision, and Problem Solving Abilities***

* Drove both targeted and global strategies and initiatives for all managed marketing programs including lead selection, forecasting, funding, and optimizing response and approval strategies for account growth, revenue increases, and expense reduction. Managed all aspects of mail and calling campaigns including timely and accurate execution and post-campaign performance analysis.
* Led and deployed a finance support team in support of the US contingent of the UN peacekeeping mission Operation Able Sentry in Macedonia.
* Grew account production for the NFL from less than 3,000 accounts in 2003 to more than 40,000 in 2007 for Direct Mail and Telesales from 500 to more than 9,000 – MLB Direct Mail surged from 4,000 to 25,000 in this same time period.

***Administrative, Organization, Planning, and Time Management***

* Successfully consolidated all Sports Marketing functions from seven regional offices to one centralized team realizing more than $1.5 million in cost savings with a much more efficient and consistent marketing approach.
* Ensured 500+ soldiers were provided outstanding pay, contracting, disbursing, and host nation support while in Macedonia including approximately $200,000 in vendor payments, 3,500 pay change transactions, answering 200 pay inquiries and maintaining 100% accurate accountability for a quarter million dollars daily across three different currencies.
* Coordinated the transition between government travel charge card contractors – Nations Bank and American Express – including updating procedural guidance and training packages.

***Technical and Financial***

* Served as budget officer for the battalion’s $300,000 in operations, mission, and training funds, a responsibility normally given to an officer three ranks higher.
* Managed fund accountability for three locations in Germany as a Deputy to the United States Treasury with more than one million dollars in US currency and German Deutsche Marks, while controlling the treasury check stock for cash replenishment and hundreds of monthly payments.
* Exceeded account plan and NIBT targets in each year including more than 170,000 new accounts generated in 2007 while incorporating several new list expansion strategies gained from the recent MBNA-Bank of America merger.

**Professional Experience**

**Sun Valley High School,** Aston, PA **Aug 2010 – present**

***Business Education and Technology Teacher; 9th through 12th Grades***

Taught 3 Computer Applications and 2 Marketing courses and drafted new curriculum and lesson plans.

**Chester community charter school,** Chester, PA **Aug 2009 – Jun 2010**

***Technology Instructor; 7th and 8th Grades***

Developed curriculum for two levels of computer information technology courses for 375 middle school students.

**BANK OF AMERICA,** Wilmington, DE **Feb 2002 – Jan 2009**

***Vice President, Channel Manager and Team Leader; Sports, Collegiate, and Commercial Sectors***

Led a team of marketing campaign managers responsible for the planning, strategy, and execution for all direct mail and telesales campaigns for such select partners as the NFL, MLB, PGA Tour, and Bass Pro Shops.

***Account Executive and Project Manager; Military & Law Enforcement and Professional Sectors***

Managed all strategic and production components of marketing campaigns for the Direct Mail, Media, Internet, and Event marketing channels as project manager. In addition, managed the client-partner relationship with as many as 50 diverse organizations spanning multiple market sectors including one of the largest and most profitable programs in the bank as the Account Executive.

**finance officer, United states army** **Jun 1994 – Jan 2002**

Served in several positions in three countries with progressively increasing responsibilities, including leading a team to support a UN peacekeeping operation in Macedonia. All positions required me to train, educate and maintain discipline among junior soldiers, other officers, and spouses, both formally and informally through mentoring and presentations. Participated in several extensive training programs on leadership skills as well as Airborne Paratrooper School. Acquired specific financial competencies necessary for mission accomplishment like disbursing, accounting, travel, military pay, auditing, and commercial vendor services. Received the highest honor for accomplishments, the Defense Meritorious Service Medal signed by the Secretary of Defense via the United States Special Operations Command.

**Captain, Finance and Accounting Officer for Special Mission Unit**, Ft. Belvoir, VA

**Captain, Staff Finance & Accounting Officer, Intelligence and Security Command**, Ft. Belvoir, VA

**First Lieutenant, Task Force Finance Officer,** Former Yugoslav Republic of Macedonia

**First Lieutenant, Disbursing & Cash Control Officer, 8th Finance Battalion**, Baumholder, Germany

**First Lieutenant, Detachment Commander, 8th Finance Battalion**, Baumholder, Germany

**Second Lieutenant, Chief of Military Pay, 8th Finance Battalion**,Baumholder, Germany