

# JILL SHERER MURRAY

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## CORPORATE COMMUNICATIONS AND MARKETING CONSULTANT

**TEDx Speaker / Influencer | Author | Strategist | Copywriter | Editor | Blogger | Journalist**

Award-winning, entrepreneurial communications executive and consultant with career expertise guiding corporate communications and marketing strategy. Collaborate across functions and with all levels of leadership to develop content, present a positive corporate image, and enhance organizational-wide communication. Lead teams to produce, edit, and execute strategic communications and marketing direction to enhance brand, market position, and profitability. Core philosophy centers on bringing communications strategy and instructional design methodology together for maximum impact; using communications as way to address and overcome broader business challenges; and, inspiring target audiences to “think, feel, and do” in a way that drives not only key performance indicators, but allows organizations to achieve critical objectives. Core competencies include:

- Corporate Communications • Marketing • Consulting • Facilitation • Effective Communication • Collaboration
- Content Development • Branding • Team Leadership • Strategic Planning • Market Research • Change Management

## EXPERIENCE

**Let Go For It, LLC** Doylestown, PA

**2016 – Present**

**Owner / Operator**

Developed and grown a lifestyle brand designed to help people and organizations let go of what’s no longer serving them so they can enjoy better business results and quality of life.

- Give a TEDx talk with millions of views that grow by the thousands each day.
- Release and publicize a book called *Big Wild Love: The Unstoppable Power of Letting Go*, in May 2020.
- Develop a proprietary six-step process for letting go that helps people achieve results.
- Create social media and other content to promote key messaging, build an email list of thousands, grow reach, and engage audiences.
- Appear on podcasts with one generating up to two million listeners, ranking in their top five of all time.
- Develop and deliver an online program that includes a 10-module self-study course and private Facebook group as a result of growing demand from TED Talk viewers from all over the world.
- Deliver keynote addresses to women’s and other groups and conferences on what it takes to let go successfully in love and business.

**Trion, a Marsh & McLennan Agency** Conshohocken, PA

**2008 – 2019**

**Director of Communications and Marketing**

Led Communications Practice and directed Communications and Marketing for national brokerage/consulting firm. Executed company strategy and identified identifying growth opportunities as a member of the leadership team.

- Built full-service, award-winning custom communications practice from the ground up, that generates more than \$1.5 million annually.
- Lead a creative team of 10 writers, designers, strategists, and account managers to present services to clients and prospects, developing pricing, process, quality, writing, editing, and design standards to execute best practices.
- Leader in turning prospect into clients, helping to grow the business through client development and retention.
- Key member of internal team presenting to prospects during finalist and strategy meetings, leading the conversation around the company’s communications practice and services, presenting capabilities, and addressing client questions.
- Develop strategy, proposals, and timelines, as well as write, edit, manage projects, and oversee/coordinate design and other services for individual accounts as needed.
- Drive business, promote and provide communications services to the clients of more than 70 “sister agencies” and acquisitions.

- Spearhead the development of Trion's "Premium In-Scope Package" for clients, delineating how this template approach differs from the more custom offering.
- Play a critical role in business development and marketing functions, consulting on efforts to promote Trion to industry and prospects, website development, and social media planning; resulted in increasing reach and growing marketing team.
- Lead the development of the company's first-ever intranet, as well as other internal campaigns that influence employees and culture, including an organizational "Shark Tank" that invited employees to submit ideas for business growth.
- Lead and set the strategy for a company-wide women's initiative as the founding co-chair of GROW, designed to promote diversity in recruitment, retention, and employee satisfaction.

**Streetcar Communications, Inc.** Doylestown, PA**2004 – 2008****Consultant**

Delivered consulting services specializing in corporate communications, strategy, editing, facilitation, change and project management, and creative, business, and technical writing and development. Facilitated full- and half-day workshops for writers, corporations, small businesses, and other audiences, including call-center employees, new hires, agency partners, sales managers, and conference attendees.

- Consulted clients including, The Gatorade Sports Science Institute, PepsiCo, QTG Inc., Frito-Lay, Fleishman-Hillard, WebVet.com, CSL Behring Biotherapies, The Trion Group, and IKEA.
- Helped Pepsi develop and launch a training session designed to help consumer response improve email communications with consumers; which reduced the number of hours team members spent on the telephone.
- Contributed to the startup of a global e-zine as a contributing editor, writer, and blogger—two-year-old site got up to one million hits per month.
- Featured as Shape Magazine's Weight Loss Diarist, reaching millions of readers each month with essays in magazine and on Web site about my personal journey to get fit.

**The Gatorade Company** Chicago, IL**2002 – 2008****Consultant - Gatorade Sports Science Institute (GSSI), 2006 - 2008**

Supported special projects, including the development, redesign and upgrade of a popular, time-tested course on the science behind Gatorade that needed an upgrade. Collaborated with brand managers to develop and employ change management techniques and marketing managers to create and implement communications plans for professional audiences. Researched hydration and exercise science to generate new marketing ideas, projects, and initiatives.

- Developed, managed, and facilitated training on the Science of Gatorade for new employees, agency partners, and PepsiCo executives. The number of classes doubled each year, increased engagement by 60% after redesign, and consistently received above-average rankings on post-course surveys.
- Helped create and implement web-based marketing and communications strategies, including the development of a catalogue for managing and targeting collateral.
- Developed scripts for meetings and other initiatives designed to educate audiences on the Science of Gatorade.

**Assistant Manager, Professional Marketing, 2002 - 2006**

Collaborated with brand leaders to develop marketing programs and communications that best engaged and educated professional influencers and anybody who “touched” the athlete in terms of their health and performance. Identified and communicated brand messages to key professional audiences. Managed GSSI website.

- Led “best of” marketing programs and ideation sessions for five audiences.
- Developed first in-school educational program that reached six million middle-school students nationwide.
- Led four outside agencies and three external boards to develop educational, marketing, and contractual programs for our professional audiences.
- Managed a \$5 million professional marketing budget.
- Created “ambassadors” to help brand maintain its leadership position among professional influencers.
- Collaborated with GSSI to identify new research opportunities and translate scientific language, including a series of posters for locker rooms designed to educate 18-year-old athletic boys on the importance of proper hydration. Received positive feedback from athletes, coaches, and athletic trainers.

**ADDITIONAL RELEVANT EXPERIENCE**

**Hewitt Associates** Lincolnshire, IL

**Senior Writing Consultant /Co-Project Manager - Center for Distance Learning**

**Group Leader, Internal Communications and Change Management / Enterprise Process Owner, Design, Strategy, and Innovation**

**Senior Writer - Learning Technologies Team**

**CopyDesk, Inc.** Chicago, IL

**Co-Founder and Principal**

**American Hospital Publishing, Inc.** Chicago, IL

**Staff Editor: Hospitals & Health Networks**

**The Academy of General Dentistry** Chicago, IL

**Staff Writer: AGD Impact**

**Crain Communications, Inc.** Chicago, IL

**Researcher/Writer**

**EDUCATION**

**Master of Science (MS) in Communications - Print Media** | Boston University | Boston, MA

**Bachelor of Arts (BA) in Journalism** | Temple University | Philadelphia, PA

**TRAINING**

- Graduate of Langevin Training Center’s “Instructional Design” course
- Graduate of Julia Cameron’s “The Artist’s Way” course
- Graduate of The Second City Training Center’s 12-month “Improvistional Techniques” course
- Graduate of expert/author Natalie Goldberg’s intensive writing workshops