

Patricia J. Murphy

Writer/Editor + **Communications/ Marketing/Publicity Specialist** +
Educator + **BIG IDEA Thinker** + Kind Person www.patriciajmurphy.com
patriciajmurphy33@gmail.com 847.917.4963

Summary:

--Conceptualize, ideate, and execute ideas, copy, and communications/marketing strategies
--Write/edit long and short copy, feature magazine/newspaper stories, poems, and books
--Transform complex information into easy-to-understand, compelling, and lyrical prose
--Generate BIG ideas (e.g. promotional, publicity, public relations, educational, etc.)

(1) Present-- Pattycake Productions, (A creative services agency) Chicago, IL
Chief Creative Director (Writer, Editor, Communications and Marketing Specialist)

Conceptualizing and executing concepts/copy/decks and marketing communications products including promotional strategies and concepts, product/event ideas, catalog and web site copy; also offer input on design and layout.

Past and present clients include: *Society of Children's Writers and Illustrators (SCBWI), McGraw-Hill Education, Centurion, Inc., Spiffy Pictures, McDonald's, DreamWorks, Sony Pictures, Chicago Bears, Pearson, Mindware/Peaceable Kingdom, Forward Thinking, EDU, and Rourke Educational Media.*

Ideating brand and integrative marketing innovation and strategies including new product ideas, new product launches, positioning language, and promotional ideas.

Past and present clients: *Jiffy Lube, Uni-lever, Lean Cuisine, Tropicana, and Quaker Oats.*

Writing/editing and pitching news and features including short and lengthy stories, round-ups pieces, and sidebars for national and regional consumer and trade media; brainstorm story ideas, craft press releases, also offer graphic design/layout, illustration, and photography suggestions.

Past and present clients include: *Lerner Publishing, Sesame Street, Penguin Random House Publishing, Publishers Weekly, Facebook, SCBWI, Highlights Parenting, Chicago Tribune, WHERE International, Wedding Bells, Illinois NOW, Midwest Living, Family Fun, Highlights Parenting, Chicago Home and Garden, Home and Away, National Safety Council, American Academy of Dermatology, and Advocate Hospitals.*

Strategizing Execute internal and external communications including white pages, brochures, web site copy, strategic proposals, training materials, letters/voicemails, internal/external feature stories, and video scripts; and public relations/media relations/publicity efforts *such as* press releases, story pitches, follow-up calls, special event promotion and publicity pieces, and newsletter copy for corporate and non-profit and philanthropic clients.

Past and present clients include: *American Family Insurance, Baxter International, McDonald's Corporation, Tribune Company, Sears Holdings Company, Museum of Science and Industry, Field Museum of Natural History, Northwestern Memorial Hospital, Make-A-Wish Foundation, and Selz Seabolt Public Relations.*

Authoring children's trade, school/library and educational fiction and non-fiction books, poetry, magazine stories, television scripts, educational products, and magazine stories for family, parent, and children's markets (Author of over 150 children's books); offer graphic design/layouts (including dummies), and illustration and photographic suggestions.

Past and present clients include: *Disney/Disney Pixar, Mindware/Peaceable Kingdom, Smithsonian Kids, Gakken USA, Jelly Cat USA/UK, Kiwi Crate, Little Bee Books, Penguin Random House Books for Children/Dorling Kindersley Publishing, Houghton Mifflin Harcourt Children's Books, Scholastic, Inc., Wright-McGraw-Hill, Pearson/Scott Foresman, Time Warner, Carus/Cobblestone Publishing, Highlights and High Five Magazines, National Geographic Kids, Noggin/Nick Jr./Spiffy Pictures, and Learning Resources.*

(2) The Davidson Group, (An Integrated Marketing/Sales Promotional Agency) Chicago, IL, Copywriter

Conceptualized and created consumer/B-to-B sales promotional, advertising copy including FSIs, POP, contests/sweepstakes, promotion ideas, tie-ins, events, and marketing strategic proposals.

Developed creative concepts from first boards to final concepts

Worked closely with account executives, artists, art directors, and creative directors.

Clients included: *Brach's, Hasbro, Inc., Kraft Foods, Heinemann Brewing, Inc., and Miles Laboratories, and Swift-Eckrich.*

(3) The Chicago Cubs, Marketing Assistant, Chicago, IL

Assisted in Chicago Cubs' marketing department activities.

Coordinated marketing and promotional events.

Researched and created game day scoreboard concepts.

Participated in 1st Chicago Cubs Die-Hard Cub Fan Convention.

Related Experience

Everett Elementary, Lake Forest, IL, K-2 Educator.

Taught in a child-centered, holistic, and integrated learning environment.

Created and implemented process-centered, children-driven curriculum.

Celebrated children's, unique needs, talents, and learning styles.

Participated in key curriculum committees and children's literature advisory board.

Developed key communication pieces for teachers, parents, and administrators.

Present-- IL and FL School District Guest Teacher (e.g. Arlington Heights, Barrington, Lake Forest, Northbrook, Palatine, Winnetka, and St. John's Schools) **Teach** a variety of subjects for K-6th grade classes when needed.

Present-- Author-in-Resident, Visiting Author, Writing Workshop Facilitator, and Storytime Creator/Facilitator throughout the Midwest and across the country.

Develop and deliver innovative curriculum, and classroom, library, museum, and camp presentations, and programs for children K-6 grade.

Past and present clients include: *School Districts across Illinois, AHML Library, Between the Lynes Bookstore, the Winnetka Bookstall, Magic Tree Book Store, Chicago Children's Museum, Chicago Botanic Garden, Peggy Notebaert Nature Museum, Chicago Public Schools, Chicago Public Libraries, LIVE FROM THE LIBRARY Storytime.*

Education

Lake Forest College/Millikin University /Northern Illinois University
Degree: BA, Journalism/Psychology

National Louis University, College of Education
Degree: MAT, Education

Highlights Foundation Writers Workshops, Chautauqua, NY
Highlights Foundation Workshop, Honesdale, PA
Highlights Foundation Poetry Retreat, Honesdale, PA

Commercial Acting Class, Act One Studios, Chicago, IL
Method Acting Class, Piven Theater, Evanston, IL
Life long learner, avid reader, and writer

Past and Present Memberships and Volunteer Efforts

Organizations include: *Authors Guild, SCBWI, Society of Midland Authors, Gold Star Families, Make-A-Wish, ALSAC/St. Jude's, RMHC Charities, the Art Institute of Chicago, the Chicago Botanic Garden, Joanne's Raggedy Ann Club (my own charity), Lutheran General Children's Hospital, St. Norbert's Church Religious Education, World Book Night, Chicago Literacy Alliance, Bernie's Book Bank, Chicago Ideas Week, and Chicago Humanities Festival, Printer's Row Lit Fest, The Saint Augustine Amphitheater, Pie in the Sky, etc.*

PJM MAMTAA 2025 33