

# COVER LETTER - Tristan Murphy

To Whom It May Concern.

I am an energetic 31-year-old with 15 years in the creative and media space, starting my studies in desktop publishing as a subject in year 11. My passion has grown from here and my entrepreneurial nature took over and by the age of 21 I was supporting myself financially running a photography and videography business serving multiple real estate agents across Newcastle and the Hunter Valley. At the same time, I also built and ran my own photo booth business which is where I developed a passion for social media and marketing. I operated these two branches of my business for four years and grew it to a point of needing to employ extra staff. With the success of running my business was able to afford my first home and then in 2017 I found an opportunity to join one of my business clients as their in-house Photographer/Videographer.

This role was with Love Realty. I was the original media team member, and I've helped to grow the team and the digital presence of the company over the last five years. My initial position was to photograph houses, a fast paced role with house marketing being turned in 24 hours. This quickly grew into creating content for social media including regular live videos, regular pre-recorded videos and lots of pre-scheduled content going out every day. I'm now the digital marketing manager and team leader of five media professionals. Our focus is delivering unbeatable property marketing that has our clients feeling like they are our only client, each and every time. I also focus on brand awareness and driving leads on a day to day basis through the content we create both as a team and of my own accord. I have developed a media plan for both organic and paid advertisements across all platforms including Google, Facebook, Linked in, Instagram, Youtube etc.

In 2021 I was instrumental in building the training platform website, [www.poweredwithlove.com](http://www.poweredwithlove.com), that we use for both in- house training and external clients. In addition to my daily tasks supporting my fellow leadership team and media team.

I believe I would be the ideal candidate for this role. My background and experience in digital marketing and my passion for anything to do with houses, building, renovating and investing see me as a perfect fit. I bought my first home at the age 25, I'm also in the middle of a renovation on my 2nd property in Lambton. As you can see, I'm an experienced marketer with a passion for houses, property development and sales. I'm adaptable, can work efficiently in both team and individual environments and I am 100% committed to any task that maybe thrown my way.

I look forward to speaking with you in more detail about what we could develop and create together and seeing how far we can grow.

Sincerely yours,

Tristan Murphy