

# Colleen Bishop

CRBISHOP14@GMAIL.COM WEBSITE LINKEDIN

Dear Hiring Manager,

I am a performance-driven marketing professional with a B.S. in Business Administration, a C.S.C. in Web Design and Development, and experience in the field that provides a strong foundation for this position.

One of the ways that sets me apart from everyone else is my skill of adaptability after years of years of freelance and traditional corporate jobs. There are many ways I've had to adapt my skills and knowledge in school and work situations throughout my life. In recent years, I've had to learn programs quickly when I take on new positions and clients. I've developed a solid baseline familiarity with marketing, annual conference, and web design programs as they evolve throughout the industry. I'm able to learn how to work email programs, social media planning sites and image makers, website maintenance and development tools, and conference planning sites quickly so I can focus on the client and company goals. I have also been able to adapt client and company needs and design style with minimal input given by them. This was through creating websites for clients and through marketing on topics I saw coming up in the industry, predicting their needs before they even asked for them.

I've also developed a keen sense of customer intuition. Throughout past positions, I've used email marketing to increase website traffic by writing summaries to different articles and pages I knew members would want to read. I was also able to create websites based of how I felt others would view a company through the information given to me, which resulted in having a portfolio for the client to show customers past projects. And when coordinating an annual conference, I was able to talk to people who were considering being involved in our exhibit hall by telling them how our event would benefit them and increase their customer and brand awareness base.

I am excited about being considered for a position and working with your organization. All my experiences and skills show that I would be a great fit for this position. Please contact me with any further questions you have. I look forward to hearing from you.

Thank you for your consideration,  
Colleen Bishop

crbishop14@gmail.com