

# Colleen Bishop

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## OBJECTIVE

Performance-driven marketing professional with experience in web design, social media, project management, conference planning, and customer-focused marketing and communications. Seeking a position in your organization.

## EXPERIENCE

### **FREELANCE/VOLUNTEER COPY EDITOR & WEB DESIGNER, CB DESIGNS; ARLINGTON, VA — 02/2015 - PRESENT**

- Build websites from scratch by developing code for 2 client websites using HTML, CSS, and Adobe Suite (Dreamweaver and Photoshop).
- Market my skills in website development to create websites for people who didn't think they needed a website for their business.
- Determine/present solutions for clients' online needs, such as design and content for a website.
- Determine/present solutions for clients' websites, such as how to showcase past projects.
- Copyedit written proposals for consultants.
- Administer maintenance for 3 company websites on Wordpress.

### **PUBLIC AFFAIRS COORDINATOR, NATIONAL HOME INFUSION ASSOCIATION; ALEXANDRIA, VA — 01/2018 - 01/2019**

- Managed and assisted 100 exhibitors for a 1500+ attendee annual conference using CadmiumCD.
- Managed tasks for 4 senior officials.
- Wrote 153 social media posts for Twitter, Facebook, and LinkedIn using Hootsuite, which resulted in an 8% follower increase.
- Used Adobe InDesign to write and layout a consultant booklet, connecting consultants and members to generate business.
- Used Adobe InDesign to create flyers for future events.

### **OFFICE MANAGER, CHRIST CROSSMAN UNITED METHODIST CHURCH; FALLS CHURCH, VA — 04/2017 - 06/2017**

- Edited and sent 7 weekly e-newsletters through Constant Contact.
- Managed church funds as bookkeeper and account manager using Church Windows
- Used Canva to create slides for 7 weekly congregation presentations.
- Used Word to create 7 weekly print service bulletins.
- Was the first line of contact for people contacting or stopping by the church.

### **MEMBERSHIP & MARKETING INTERN, AMERICAN GEOPHYSICAL UNION; WASHINGTON, DC — 09/2016 - 12/2016**

- Created 50 social media posts with Hootsuite, which resulted in a 9% follower increase.
- Analyzed company website visitor growth through Google Analytics.
- Updated 6 pages on main company and annual conference websites through Wordpress.
- Edited and sent 2 e-newsletters through Real Magnet.
- Researched promotional merchandise.
- Wrote a marketing plan for upcoming company blogs.
- Designed and refined posters, flyers, ads, and website ads.
- Worked as a liaison between the graphic design department and other departments.

## EDUCATION

**Northern Virginia Community College**, Alexandria, VA — Career Studies Certificate in Web Design & Development, May 2016

**University of Virginia's College at Wise**, Wise, VA — Bachelors of Science in Business Administration, May 2014

## SKILLS

Adobe Suites (Photoshop, InDesign, Dreamweaver). Bluehost. CadmiumCD. Canva. Client/Customer Communications. Constant Contact. Customer Service. Frontend Development (HTML & CSS). Google Analytics. Hootsuite. Microsoft Office. Organizational/Time Management. Problem Solving. Project Management. Real Magnet. Research & Analysis. Social Media Writing & Analytics. Team and Solo Work. TextEdit. Wordpress. Written & Verbal Communications.

## PORTFOLIO

A more in-depth resume and examples of work can be found on my website: [cb.dotsnbows.com](http://cb.dotsnbows.com)

## PROJECTS

### **Dots n Bows Blog**, Founder & Editor — [dotsnbows.com](http://dotsnbows.com), May 2014 - Present

- Author and web administrator for a fashion, beauty, and lifestyle blog.
- Utilize marketing research to determine key topics,
- Used social media to increase traffic year-on-year.
- Work with various companies to write 4 independent campaigns posts about their products.
- Implement graphic design knowledge to create and display images.
- Use my web design experience to create specialized code design of the blog.