

Katelyn Bishop

SENIOR MANAGER, INTEGRATED MARKETING

Profile

As a leader in creative thinking, writing and design, I'm energized by partnering with best-in-class brands to create compelling programs that inspire meaningful connections with audiences across platforms and channels.



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Expertise

- Brand Strategy
- Presentation and Proposal Design
- Custom Content
- Client Relations
- Digital Media
- Integrated Marketing (Digital, Print, Events, Social)

EDUCATION

B.S., INTERNATIONAL BUSINESS

Temple University / 2009 – 2014

Summa Cum Laude 3.89 GPA | World Trade Association of Philadelphia Scholarship Recipient for Excellence in Business Operations Studies

EXPERIENCE

SENIOR MANAGER, INTEGRATED MARKETING

FORBES // 2018 – present

My primary contribution to Forbes is to drive cross-functional collaboration for RFP and proactive pitches to create custom, integrated marketing programs for Forbes brand partners. I am responsible for the end-to-end pre-sale process - from program ideation and conceptualization to proposal writing and design to crafting the final client-facing pitch value proposition. Central to my success in this role is mastering internal collaboration among sales, editorial, research/insights and content creation colleagues to create truly cohesive and bespoke marketing programs.

Key accomplishments:

- Conceptualized program and crafted proposal presentation for the single largest integrated marketing campaign for Forbes to-date in 2019, totaling more than \$3M+
- Took lead on conceptualizing and crafting the renewal opportunity for one of Forbes top accounts, resulting in a 79% program spend increase in 2019

SENIOR MARKETING MANAGER

ACTIVATE // 2018 – 2018

Crafted compelling influencer marketing campaigns and winning pitches for top tier brands in fashion, luxury, and CPG. In addition to creating winning influencer campaigns for New Balance and Cannuka Skincare, I was also responsible for maintaining all client facing materials such as case studies, category sell sheets, pitch proposals and Activate brand presentations.

Skills

Creative Writing

Powerpoint / Keynote

Microsoft Word

PC & Mac Systems

Indesign

Relationship Management

Personal

- FAST LEARNER
- CURIOUS
- MOTIVATED
- SOCIABLE
- PROFESSIONAL
- RELIABLE

Awards

PERFORMANCE RECOGNITION

Wiley // 2017

Awarded for improving a key client relationship with speed and grace in a renewal year, resulting in our continued partnership with the Orthopaedic Research Society

INVITED SPEAKER

Wiley Global Town Hall // 2017

Delivered thought leadership regarding use of experiential opportunities for Wiley's event marketing business, resulting in the tactic becoming a critical piece of marketing planning for the organization

EXPERIENCE

MARKETING MANAGER, SOCIETY MARKETING STRATEGY

WILEY // 2017 – 2018

In this client-facing roll, I was responsible for managing Wiley's key society partners such as the New York Academy of Sciences and the American Society of Clinical Pharmacology & Therapeutics. This position was unique in that I was both an account manager as well as my clients' marketer for brand campaigns as it related to their print and digital publications. My primary contributions in this role were marketing plan creation and execution (budget management, cross-channel strategy, web/social/print campaign development, execution, and measurement), and brand strategy development.

Key accomplishments:

- *Created a well-designed, customizable marketing plan template that has emphasis on cross-platform marketing and key KPI benchmarks that was implemented company-wide*
- *Became the most junior member of the marketing organization to earn the opportunity to serve as marketing representative in a new business bid*

SALES & MARKETING SPECIALIAST

INTERSECTION // 2012 – 2016

Starting as an intern for the sales and marketing department, I earned two promotions, establishing myself as a go-to-colleague for both brand and partner marketing. In this cross-functional and highly collaborative role, I ideated and worked closely with sales colleagues to secure new and returning business, created all sales collateral, maintained brand materials, and took lead on redesigning the New York market's brand materials in the wake of a rebrand following an Alphabet acquisition. During my tenure, I crafted thoughtful proposals for local clients with spend in the \$100K range, as well as for national agency buys with spend \$1m+

REFERENCES



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SOCIAL MEDIA



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