

KATE BISHOP

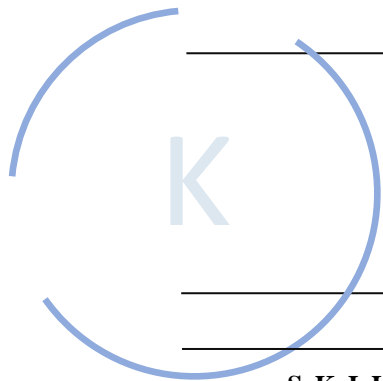
MARKETING PROFESSIONAL



PROFILE

The unique value that I bring to a team is in taking a holistic approach to marketing, creative, analytics, and sales – too often these represent siloed competencies. Informed decision-making, superior eye for design, collaboration across departments, and brand development are the strengths that I strive to take advantage of and hope to utilize for a like-minded organization.

CONTACT	EXPERIENCE
<p>C : +267 517 4446</p> <p>E : kate@k-bishop.com</p> <p>W : k-bishop.com</p> <p> <i>Instagram</i></p> <p> <i>LinkedIn</i></p>	<p>SENIOR MARKETING MANAGER <i>Bloglovin' / New York / 2018</i></p> <p>As Senior Marketing Manager for Bloglovin' - an end-to-end influencer marketing solution - I worked collaboratively with sales, community, and research to create compelling influencer marketing and paid media campaign proposals for brands such as Moda Operandi, Cartier, Cannuka Skincare, and The North Face. Bloglovin's status as a startup lent the opportunity for me to breathe new life into design templates that improved our collateral aesthetic and improved efficiency in marketing collateral creation to enable increased sales activity. Greatest accomplishment was contributing influencer recommendations and creative concepts to a Won global influencer activation for New Balance for a sneaker re-launch.</p>
EDUCATION	
<p>BACHELOR / INTERNATIONAL BUSINESS <i>Temple University 2014, GPA 3.9</i></p> <p>GOOGLE ANALYTICS <i>Certification 2016</i></p> <p>MILLER-HEIMAN <i>Strategic Sales Training 2016</i></p>	<p>MARKETING MANAGER <i>Wiley / Hoboken / 2016 - 2017</i></p> <p>I have the privilege of providing a combination of strategic guidance, design expertise, and data analysis to inform a cohesive marketing experience for Wiley's key academic society clients, prospective society clients, and their respective journals.</p> <p>Primary responsibilities include marketing plan creation for my individual journal titles aligned with society goals, ideation and ownership of e-mail campaigns, web, and print marketing collateral, social media postings, and meeting/conference planning. Key accomplishments included creation of a marketing plan template that has been rolled out to Wiley's global society marketing organization for 2018, and significant contributions to design and strategy in new business RFP responses and pitch presentations.</p>



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SKILLS

Microsoft Office



Adobe Creative Cloud



Copywriting



Presentation Design



AWARDS

PERFORMANCE

RECOGNITION

Wiley / 2017

Presented with two awards and bonuses for contributions to RFP and marketing template enhancements, as well as for improving a key account relationship.

INVITED SPEAKER

Wiley / 2017

Following a successful annual conference with a key society client, I was invited to present to 5,000+ global colleagues about using experiential marketing to boost engagement at our shows.

INTERESTS

INFLUENCERS

COOKING

READING

EVENT PLANNING

EXPERIENCE

SALES EXECUTIVE

eMarketer / New York / 2016 – 2016

New business sales of the eMarketerPRO database of digital marketing, media, and commerce insights to universities, agencies, and brands globally. As a university-focused sales executive, my primary goal was to help academic institutions update curriculum to reflect employer demand for digital competency among recent graduates for topics such as internet-of-things, content marketing, and demographic digital habits.

Key accomplishment was closing Yale University, a priority account, within 3 months despite an average 6+ month long sales cycle.

MARKETING & SALES SPECIALIST

Intersection / New York / 2012 – 2016

My primary function in this cross-functional, collaborative role was to utilize superior design and copy, quantitative and qualitative data, and thorough knowledge of Intersection's advertising partners' needs to create compelling new business presentations and pitches. Core to my role was using data and design to enhance our media's value and to develop thoughtful, client-specific narratives to sell our traditional transit media as well as digital and LinkNYC. A major responsibility in this role was to contribute to agency and client-direct proposal creation in response to RFP, collateral design, research, and reporting pre-and-post-campaign results. Contributed to RFP responses resulting in multi-million dollar sales for clients such as Delivery.com, Net-a-Porter, General Motors, and Amazon. Promoted twice from intern to coordinator, and from coordinator to specialist.

My greatest accomplishment in this role was taking ownership of redesigning the New York market's sales and marketing collateral materials in the wake of a company merge and brand refresh.

PUBLIC RELATIONS INTERN

Philadelphia Fashion Week / 2012

Responsible for social media posting and seating chart for the Women's and Men's Ready-to-Wear and Couture shows.