



lisabishop

Areas of Expertise

Marketing and Communications
Project Management
Strategic Planning
Social Media Marketing
Brand Management
Multimedia Design
Curriculum Design and
Instruction (K-12
& Corporate)
Graphic Design, Desktop
Publishing, Video Editing,
Photography

Professional Profile

Strong communicator, ability to articulate clearly with the written and spoken word, as well as visual media
Ability to describe and translate complex information for a variety of audiences (for both marketing and educational purposes)

Goal-oriented team member, resourceful writer and creative multimedia designer utilizing
Adobe Creative Suite (including PhotoShop, InDesign, Premiere & Illustrator)

Persuasive interpersonal skills; strong attention to detail

Proven proficiency in communications, marketing, promotion, problem description and solutions
and the capability to administer working teams

Experience

Communications Director. Desert Life Church. Alice Springs, Australia. April 2016—present.
Responsible for marketing and communications strategy, design, implementation for growing church.
Coordinate efforts with paid staff and volunteer community leaders. Graphic design, desktop publishing, videography/editing and photography for a variety of printed and electronic media. Manage social media postings. Writing for local press feature articles. Complete redesign of church website (with clearly identified audience and maintenance plan).

Teacher. St. Francis School. Oahu, Hawaii. August 2014—June 2015. Taught British literature and World literature to sophomores and seniors. In this bring-your-own-device setting, utilized Google Classroom, Naviance, Edline, Noodletools and other technology resources for effective instruction, collaboration and administrative reporting. In addition to 120 students, mentored and tutored students at risk for failing English and other classes.

Communications Director. Central Presbyterian Church. Baltimore, Maryland. October 2012—June 2013.
Oversaw internal and external communications efforts. Enabled cross-communication between staff, session, ministries and the congregation. Responsible for the production (planning, graphic design and desktop publishing) of all church-wide printed materials and website content. Provided leadership and direction to church leaders regarding effective messaging across all media (sermons, print, web, and social media). Began the development process for a new website using WordPress.

Technology Department Chair/Journalism Instructor. Web Content Manager. Print Publication Specialist. Chapelgate Christian Academy. Marriottsville, MD. August 2007—June 2012.

Responsible for technology instruction for students in grades 6—12. Courses included Digital Photography (PhotoShop, Premiere, Encore), Web Design (HTML, CSS, Dreamweaver, Flash), and Computer Applications (Microsoft Office and web tools). Oversaw department needs including budgeting, curriculum development and purchasing. Worked with faculty for the integration of technology into all aspects of learning. Provided professional development as needed.

Provided journalism instruction and oversaw production of a new school newspaper (as a part of the English department). Courses included Journalism I, Journalism II and New Media.

Developed and co-taught high school level robotics program. Two of three teams competed at the state level of the First Robotics Competition.

Additional responsibilities included providing content management and design updates school website. Also produced a variety of printed publications, including annual senior class magazine, literary magazine, monthly school newsletter and promotional materials. Publication production included planning, story assignments, writing, editing, publication design, graphic design, desktop publishing, printing arrangements and distribution.

Desert Springs, NT 0870
Quantico, MD 21856

Lisa@lisabecreative.com

Communications Associate. Grace Fellowship Church. Timonium, MD. August 2005—August 2007.
Responsible for publishing weekly and specialized printed materials. Provided graphics, written articles, editing and desktop publishing services across church ministries. Managed content for this mega church's website. Worked with ministry partners to develop ongoing content. Developed publication standards.

Director. Computer HeadStart, Inc. Baltimore, Maryland. May 1994—August 2007.
Responsible for the daily operations of technology education business including development, personnel hiring & management, curriculum development for K-8 students, curriculum development for teacher training programs, hardware planning and all company marketing. Developed comprehensive technology programs for K-8 schools, provided meaningful training and support to personnel and client teachers for effective integration of technology into classroom curricula. Created a positive work environment that encouraged creative thinking while maintaining high standards for employee and teacher performance.

Business development

Established state-of-the-art learning center for retail business including marketing, programming and staffing (1994—1997).

Developed new business model for school contract revenue (1995—1996).

Managed all educational technology at private school locations – including contracts, teachers, curriculum, training and hardware (1998—2007).

Managed direct mail campaigns and databases.

Developed multimedia and written proposals.

Designed and desktop published printed materials.

Consultant for public and private schools

Developed and implemented school-wide technology plans for multiple clients including the hiring and training of teachers, management of curriculum development for K-8 students, hardware installation and maintenance and ongoing training and support for client teachers and staff.

Implemented staff development programs including Towson State graduate course and integration training. Contract development and negotiations.

Director. Be Smart Programs. Baltimore, Maryland. September 2000—2003.

Established a non-profit organization to create teacher-friendly curriculum materials used in Baltimore City Public Schools in grades 1-5 writing/language arts program.

Director of Marketing. Toby's Dinner Theater. August 1993—April 1994.

Marketing Assistant. Baltimore Stationery (Total Office). June 1991—August 1993.

Art gallery supervisor/campus newspaper. Hood College. September 1989—May 1991.

Education

Reynolds Fellow ASNE Reynold's Institute (journalism, new media, Web 2.0 tools)
Summer 2009, University of Missouri

Masters Courses: web/art/design courses
2002—2009, Maryland Institute College of Art

English/writing courses for Liberal Studies Program
1999—2002, Loyola College

Bachelor of Arts: English; Bachelor of Arts: Communications
1991, Hood College, Frederick, MD