

# ROBIN BISHOP

COMMUNICATIONS/MARKETING  
PUBLIC RELATIONS  
ORGANIZATIONAL LEADERSHIP  
CHANGE LEADERSHIP  
BUSINESS DEVELOPMENT  
WRITER/EDITOR

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## PERSONAL SUMMARY

A passionate writer, communicator, and leader focused on establishing authentic and meaningful relationships between constituents and organizations. Driven by a deep passion for connection and storytelling, I strive for purpose and intention in every interaction and hope to set an example for others to do the same.

## EDUCATION

Gonzaga University - MA  
Organizational Leadership/Change Leadership - 3.92 gpa

Central Washington University - BA  
English: Professional and Creative Writing, Cum Laude - 3.78 gpa

## ORGANIZATIONAL/CHANGE LEADERSHIP SKILLS

- Motivational and Authentic Leadership
- Inspirational and Empowering Engagement
- Decision Making and Problem Solving
- Honest and Effective Communication
- Dialogic Organizational Development Techniques/Tools
- Transformation/Change Coaching

## COMMUNICATION, MARKETING, & BUSINESS DEVELOPMENT EXPERIENCE

- Brand Management and Planning
- Strategic Marketing/Communications Plan Oversight
- Internal/External Communications
- Public Speaking
- Non-profit Marketing, Communications
- Fundraising and Event Management/Coordination
- Networking/Business Development
- Client Relations/Customer Service/Public & Media Relations
- Graphic Design/Maintenance
- Conflict Resolution/Problem Solving
- Website Creation/Management

## WRITING/EDITING EXPERIENCE

- Publication Editor - Content, Strategy, Design, Contributor Management
- Creative Writing, Journalism
- Technical/Professional Writing/Design - Press Releases, Business Plans, Strategic Reports, Scholastic Analysis
- Content Writing/Editing - Website, Blog, Social Media across range of applications/uses
- Proposal, RFP, Grant Writing/Design
- Digital/Print Ad Copy and Design

## FUNDRAISING/OPERATIONAL EXPERIENCE

- Gifts Management
- Sponsorship/Donor/Underwriting Strategy and Implementation
- Project Coordination and Fundraising Best Practices Knowledge
- Non-profit tax law and 501C3 monitoring
- Database Management/CRM
- Event Creation and Management
- Integrated Business and Entrepreneurship
- Research and Development
- Budget Creation/Maintenance
- Staff and Volunteer Oversight/Management
- Time Management Excellence, Work Well in Teams and Independently, and Possess Mature Judgement

## COMMUNITY VOLUNTEERISM

Startup Spokane Weekend – Judge  
Startup Business Plan Competition

Spokane Symphony Associates –  
Marketing Committee

Christmas Tree Elegance –  
Marketing Chair and Committee  
Member

PED – Marketing Director  
Monarch Arts – Advisory Council

Corbin Senior Center – Board  
Member

ValleyPoint@Pines – Director of  
Education/Marketing

Band Member for Bloomsday 10K  
Run (5 years)

ValleyPoint@Pines, Valley Real Life –  
Music Team Member

## ASSOCIATIONS/MEMBERSHIPS

Washington State Notary Public

Central Washington University  
Alumni Mentor Program

Participant in Greater Spokane  
Incorporated and other Networking  
Organizations

## COMPUTER/SOFTWARE/APPLICATION PROFICIENCY

**Advanced:** Office 365 Enterprise, Google Suite, SharePoint Enterprise, Microsoft Office Pro PC/MAC including - Excel, PowerPoint, Word, Publisher, Outlook, Salesforce, Network For Good, Adobe Creative Cloud (Illustrator, InDesign, Photoshop, Acrobat), utilizing networks, e-mail, web browsers, Canva, LoopNet, CBA, internet research and verification, various CRM databases, website maintenance and design

**Intermediate/Advanced:** Facebook, Twitter, Instagram, LinkedIn, Canva, Hootsuite, Squarespace, IT, SEO, digital marketing, Donor Perfect

Intermediate: Visio, html code and SSL, Blogging, Wix, WordPress

## EMPLOYMENT EXPERIENCE

Owner/Freelance Writer, Editor, Designer, Consultant – Dragonfly Concepts (March 2011 - to present) to include:

- Freelance Contributor - Northwest Aerospace News (2018 - to present)
- Freelance Contributor – Bozzi Media (2012 - 2017)
- Managing Editor – Catalyst Magazine (2015 - 2017)
- Marketing Editor – Spokane CDA Living, Woman, Prime Magazines (2015 - 2017)

Development Director - Pet Savers - High Volume Spay/Neuter Clinic - July 1, 2019 - Present)

Director of Communications – Healthcare Resource Group (January 2017 - March 2019)

Marketing Coordinator – Sperry Van Ness Cornerstone (March 2013 - July 2015)

Director of Sales and Marketing – Park Place/Brookdale Senior Living (June 2009 - August 2011)

Business Administrator – Meridian Construction (February 2007 - May 2009)

Professional experience prior to 2007 includes professional event/wedding planning, legal assistant (7 years), direct marketing/advertising sales, residential real estate, entrepreneurship.