



# Jennifer Bishop

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<http://www.jbdesignny.com>

## skills

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Excellent written and oral communication skills, strong interpersonal relations skills, highly organized and efficient, results oriented, team player

### Applications

Marketo, Pardot, Salesforce, Exact Target, SiteCore, Google Analytics, WuFoo, Litmus; Adobe Photoshop, Dreamweaver, Illustrator, Flash, Captivate, Audition, Soundbooth, InDesign; Articulate Studio, QuarkXPress, Microsoft Office, LMS knowledge

### Platforms

(Proficient) Mac and PC

### Programming Languages

(Proficient) HTML, CSS

## education

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### Adelphi University, Garden City, NY

Aug '02 - May '06

- BA in fine arts/graphic design
- Dean's List all semesters
- Cumulative 3.7 GPA

## work experience

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### Marketing Automation Manager

ScanSource, Greenville, SC

Feb '19 – Present

- Manages the marketing automation and lead management ecosystem including processes and platforms (Marketo, Pardot, Salesforce)
- Leads the implementation and migration from Marketo to Pardot (integrated with Salesforce), including transferring all assets (HTML email templates, forms, landing pages, lists, etc.), building automation rules and processes, engagement programs, etc.
- Responsible for the integrity of the company's customer database including data hygiene, compliance laws, and segmentation
- Advises marketing campaign requestors of best practices with regard to marketing automation capabilities, testing, and projected results to achieve maximum efficiency
- Reports and analyzes key metrics and KPIs of digital marketing campaigns
- Collaborates with different teams across the business (Legal, Sales, Supply Chain, etc.) to ensure their needs and goals are consistently met
- Provides global support and training for the company's internal teams (Europe, LATAM)

### Marketing Automation Specialist

ScanSource, Greenville, SC

Jun '16 – Feb '19

- Assisted in developing and executing email marketing strategies and processes
- Pulled and analyzed detailed reporting on email open and click through rates, quarterly statistics, etc.
- Provided strategic/technical support and trained users on how to use Marketo
- Documented Marketo processes and procedures
- Built emails using HTML and CSS and coded emails to be mobile responsive across clients
- Used Google Analytics to provide website statistics that display changes in data over time for user traffic, clicks, etc.
- Developed web pages and vendor microsites, and used CSS overrides to manipulate the look and feel of a page and its elements
- Managed digital signage media players for SC and AZ office locations to display signage for vendor promotions, floor days, and internal communications

### Marketing Production Specialist

ScanSource, Greenville, SC

May '14 - Jun '16

- Built emails using HTML and CSS and coded emails to be mobile responsive across clients
- Pulled detailed reporting on email open and click through rates, and quarterly statistics
- Provided strategic and technical support and training/resource documents to Marketing

## work experience (con't)

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- Was responsible for reviewing and sending outsourced email layouts, including pulling any necessary customer/employee database lists for the final send
- Developed web pages and vendor microsites, created/embedded WuFoo forms/ videos on a page, and used CSS overrides to manipulate the look and feel of a page and it's elements
- Used Google Analytics to provide website statistics that display changes in data over time for user traffic, clicks, etc.
- Managed digital signage media players for SC and AZ office locations to display signage for vendor promotions, floor days, and internal communications
- Designed digital media for emails and web pages (headers, banners, buttons)

### **eLearning Developer/Computer Programmer Analyst**

NYC Department of Environmental Protection, Flushing, NY  
Jul '11 - May '14

#### eLearning courses:

- Project lead for eLearning development projects
- Planned, organized, and controlled eLearning/digital media development projects
- Researched information and wrote scripts
- Designed and edited storyboards
- Created course content and various components (animation, graphics, audio)
- Built and edited interactive program demos/lessons/quizzes
- Recorded and edited audio files
- Conducted beta testing, and prepared/uploaded files to LMS

#### Graphic Design & Digital Media:

- Created and designed marketing/promotional materials (brochures, flyers, etc.) for projects and special events
- Managed final production phase of printing
- Designed digital media layouts for digital signage displays and email notifications

### **Training Coordinator/Graphic Designer**

NYC Department of Environmental Protection, Flushing, NY  
Jun '03 - Jun '11

- Received award for "Outstanding Work Performance" in '09.

#### Training Programs & Courses:

- Wrote and managed training contracts
- Produced budget and training statistics reports for the Director of Training and senior executives
- Administered an \$890,000 training budget
- Used software applications to prepare management controls
- As part of a team, implemented an Agency-wide training program for over 1,800 managers/supervisors and 4,000 non-supervisory employees
- Generated reports on compliance and attendance/absences
- Created and edited presentations/handouts for training programs and miscellaneous projects
- Planned, designed, and developed charts, graphs, and spreadsheets for senior executives and management
- Wrote procedures to train staff

#### eLearning courses

- Designed and developed eLearning courses to train employees on human resources matters

#### Graphic Design

- Designed layouts and content for projects (flyers, brochures, manuals, etc.)
- Collaborated with a team to create design materials for special events