

DEB BISHOP

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Work History:

Graphic Designer and Communication Coordinator

Breast Cancer Coalition of Rochester, Rochester, NY

January 2019 - present

Lead, create, and maintain graphic design standards for organization

Project manager for website redesign and responsible for continued maintenance and design (www.BreastCancerCoalition.org)

Collaborate with executive director and leadership on creative development of all collateral material; including, print newsletter, appeals, infographics, brochures, invitations, and event material

Responsible for large scale digital printer (Roland/Versa Works); design banners and signage

Social media coordinator responsible for planning, implementing, and monitoring strategy to increase brand awareness, improve marketing efforts, and create community

Graphic Designer

Center for Community Engagement at St. John Fischer College, Rochester, NY

2017 - present

Creative book design, "Making a Difference," by Howard Berman

Fairport Baptist Home, Fairport, NY

2018 - present

Collaborate with development department on creative design for collateral material and newsletter development

Rochester Regional Health, Rochester, NY and Newark, NY

2001 - present

Continuing my relationship with RRH for over 20 years, I currently work with the Medical and Dental Staff Department on internal communication print materials

University of Rochester Highland Hospital, Rochester, NY

2012 - present

Collaboration with development, public relations and nursing departments to produce newsletters and collateral maintaining UR graphic standards

Rochester Area Community Foundation, Rochester, NY

2012 - 2020

Creative design of collateral materials for RACF and ACT Rochester

Alzheimer's Association, Rochester, NY

2018 - 2019

Support Education and Marketing departments with creative design and collateral

May 2016 – September 2018: Third Presbyterian Church Tutor Coordinator

- Coordinate volunteer tutor program at Nathaniel Rochester Community School #3
- Maintain communication with school administration, teaching staff, and church outreach staff in identifying program and tutor needs
- Responsible for recruiting, screening, interviewing, and training tutors
- Communicate with, supervise, and empower tutors to be effective in their roles
- Coordinate in-service trainings for tutors
- Coordinate volunteer appreciation events
- Create collateral/marketing material for volunteer recruitment
- Maintain program database of volunteer tutors, school teachers, and schedule

- Graphic Designer with 25 years experience in management of the design process, from conceptualization to delivery
- Expert at interdepartmental coordination and communication
- Skilled with Adobe Creative Suite (Illustrator, Photoshop, InDesign), web design applications (Wordpress, Constant Contact, Salsa), and Microsoft Word
- Lead social media outreach (Facebook, Instagram, Twitter, LinkedIn) to engage clients, sponsors, and community

continued



I value my volunteer experiences with a diverse group organizations. In addition to giving back to my community, I have gained experience, acquired new skills, and expanded my network of contacts.

Volunteer Experience:

September 2012 – 2019: Girl Scouts of America Troop Leader

- Support girls' interests and curiosities as they discover themselves, connect with the others, and take action in the community
- Empower girls to successfully conduct fundraising activities

September 2005 – 2020: Third Presbyterian Church

Church Women's Fellowship Group Leader (2016 - 2020)

- Creator and coleader of a new fellowship group for all women of the church

Dining Room Ministry (2000 – 2020)

- Teams prepare and serve a hot, free lunch on a quarterly basis

inReach Coleader (2009 – 2012):

- Lead an initiative to enhance life at Third Presbyterian Church
- Interviewed member needs and studied local and national church life
- Lead communication effort with staff, volunteers, and overall congregation
- Recommended specific programmatic changes

Sunday School Teacher (2005 – 2015):

- Sunday School teacher for preschool, kindergarten, first grade, and fourth grade
- Use a variety of teaching methods to lead class

October 2013 – 2018: Cameron Community Ministries

Board of Directors Chairperson (2016 - 2017):

- Responsible to provide leadership to the board of directors at Cameron Community Ministries which is comprised of 12 professionals in the Rochester community
- Collaborate with board members and staff to set strategic priorities for a multifaceted community service organization
- Support the work of the executive director and organization
- Volunteer and donor development and retention
- Marketing, development, and event committee member

September 2009 – 2016: Scribner Road Elementary School

Room Parent (2009 - 2016):

- Supports teacher as requested during special events, field trips, etc.
- Facilitates communication between parents and teacher

Girls on the Run Coach (2015 - 2016):

- Facilitate *Girls on the Run* curriculum with groups of 20 girls over 12 weeks.
- Conduct weekly sessions encouraging girls to contemplate and meet personal goals

Parent Teacher Association (2009 - 2015):

- Board Secretary
- Update organization's bylaws
- Chair of Membership committee
- Co-Chair Planet Science student club and Arts in Education committee

Education:

Monroe Community College

- Attended Communication classes on a part-time basis, 1997 - 1999

Rochester Institute of Technology

- Attended Liberal Arts classes on a part-time basis, 1995 - 1997