

Mady Bishop

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M || B
Communications &
Marketing



SKILLS

Google Analytics Certified

WordPress

Adobe Illustrator

Adobe Photoshop

Microsoft Excel



HOBBIES & ACHIEVEMENTS

Utah Regents Scholarship
Recipient

1st Place UCAA State Cheer
Competition

1st Place in age group for
SLC Half Marathon

Sign Language, Basic
Fluency



EDUCATION

Apr 2020

Brigham Young University- Provo, UT

*B.A Communications- Public Relations Emphasis, Business Management
Minor*

- GPA 3.69
- Relevant Coursework: Strategic Planning, Public Relations Writing, Marketing Management, PR Research & Measurement, Media Design and Graphics, Writing Branded Content, SEO and Analytics
- Regents Scholarship Recipient (Exemplary Award)
- BYU PRSSA Nationally Affiliated Firm Director (2019-2020)



EXPERIENCE

Jan 2019

Present

BYU Marriott School Business Career Center - Provo, UT

Project Manager & Office Specialist

- Planning and overseeing execution of Fall 2019 BYU Marriott Night for all business students, and select faculty and staff (Estimated attendance: 400)
- Implementing strategic planning matrix to set goals and objectives, segment key publics, and create strategies, messages, and tactics to appeal to the self interests of each public
- Coordinating with marketing and graphic design teams to create and implement all event advertising
- Prepare and maintaining budget while expanding quality of all activities
- Performing regular office duties such as managing the front desk, directing phone calls and emails from recruiters, students and faculty, scanning reports, and maintaining orders for recruiters lounge and BCC office events

Jan 2019

Apr 2019

BYU School of Technology – Provo, UT

Researcher

- Conducted primary and secondary research including creating screening test and moderating focus group interviews
- Created and distributed survey that generated a 42% Response rate amongst students in the School of Technology
- Extracted meaningful insights from acquired focus group and survey data, which was then presented to the professors and staff
- Demonstrated strong writing skills through creating professional content that clearly communicated objects and findings during each phase of the research process
- Collaborated within team context to produce quality project outcomes

Sep 2018

Dec 2018

JustJump Marketing – Concord, MA

Intern

- Established brand as thought leader through updating blog content and writing case studies for website
- Planned, scheduled, and wrote LinkedIn posts to promote blog content and increase web traffic



VOLUNTEER

May 2015

Dec 2016

The Church of Jesus Christ of Latter-day Saints – Manchester, NH

Full-time Volunteer Representative

- Actively participated in community through volunteering at homeless shelters, food pantries, and offering addiction recovery services
- Directed groups of 18-22 volunteers by conducting weekly training meetings and following up on goals
- Managed and scheduled marketing events such as community service events, and entering and creating floats for city parades