

Michelle L. Bishop

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Career Summary

Experienced manager seeks to utilize project management, cross-functional team (multi-vendor) leadership, and facilitation expertise to reach Internet communication goals.

Professional Experience

Bishop Communications, <http://www.bishopcommunications.com>

Director, Project Manager 2004 – 2009

Founded a consulting business that provides non-profit organizations and government, project facilitation and training for Internet communication projects.

- Facilitated multi-vendor relationships in the development of major online presence for the National Art Educators Association (NAEA) which resulted in increased member benefits.
- Facilitated the content creation, design and front-end development of a new web site for the National Association of Elementary School Principles (NAESP).
- Led the development and launch of the Secondary School Redesign Web portal and the Extended Learning Opportunities Toolkit for a national education non-profit client, the Council of Chief State School Officers.
- Led the transition of a \$3 million project, the National Educator Training and Leadership Center (NETLC), from a stand-alone effort to a core service within CCSSO including the facilitation of the transition decision making process.
- Managed the IBM Change Toolkit project, a partnership between public and private organizations. In 2006, all tasks were completed 25% under budget.
- Conducted communications training for a variety of state and federal clients including the U.S. Department of Agriculture (3-day Forms Design Workshop) and the U.S. Environmental Protection Agency (Reader Focused Writing).

The Green Building Institute, <http://www.greenbuildinginstitute.org/>

Interim Executive Director 2005 –2006

Led the early stages of this start-up non-profit with a focus on green building education.

- Developed operational requirements such as the web site, membership lists, marketing plans and budget development.
- Facilitated board discussions on development and funding plans.

InkSpot Media, Inc.

Principal and Information Designer 2000 –2003.

Founded and developed a profitable web site management company with annual revenue exceeding \$250,000.

- Provided leadership in developing InkSpot's overall mission and objectives. Introduced the idea of a values-based company and was instrumental in creating InkSpot's pro bono program and discounted services for non-profit organizations.

InterImage, Inc.,

Manager, Internet Services, 1999 –2000.

Managed a development team of designers, programmers and analysts to create web sites for clients such as the U.S. Park Service. Projects were delivered under the Capability Maturity Model.

Technology TEAM, Inc.,

Project Manager 1997 –1999.

Led teams of designers and developers in six development projects for the U.S. Postal Service including a grassroots web site for the Postal Customer Councils.

- Worked with the Director of Commercial Programs to secure new commercial contracts helping to establish the Commercial Programs division.

American Crop Protection Association (ACPA).

Manager, Internet Communications. 1995 - 1997.

Managed all aspects of the Association's Internet communications including strategy, planning and execution.

- Collaborated with sister international associations in Europe and Asia on the development of their respective Internet communication plans.
- Created and conducted Internet training seminars for member company personnel and association staff to enhance their utilization of the Internet.
- Wrote and edited weekly award-winning member newsletter for more than 900 member company representatives.

Education & Professional Affiliations

MBA with Distinction, Warwick Business School, United Kingdom, 2008

BA Political Communication, Minor: Speech Communication, The George Washington University, Washington D.C.

Member, Chesapeake Sustainable Business Alliance, Project Management Institute
Mid-Atlantic Facilitators Network, Solar Energy International

Additional Relevant Accomplishments

- Facilitated a community-based reforestation pilot project with the Baltimore County Rural Residential Stewardship Initiative which reforested more than ten acres on private land, mostly expanding stream buffers.
- Ropes Course Facilitator at Genesee Valley Outdoor Learning Center, Facilitated experiential learning activities for corporate and school groups.
- Volunteer for the Arlington County Business Emergency Hotline, established to support local business after the September 11, 2001 attacks.
- Teacher at the Corcoran School of Art and Montgomery College
- Traveled to Far East Russia as a guest of the Peace Corps and conducted Internet seminars at educational institutes in Komsomolsk and Birobijian.