

Tiffany Bishop

Curriculum Vitae

Personal Details

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Education

2008 Master of Fine Arts, Monash University (Current)
2005 Bachelor of (Visual Communication - formerly Media Arts) (Honours)
RMIT
2002 Diploma Illustrative Photography – Photography Studies College
1988 Bachelor of Arts, Communications (Public Relations) - RMIT
1984 HSC - Sacred Heart College, Geelong

Skills

Marketing/PR, administration/secretarial, copy-writing, newsletters, promotional material, print production, media liaison, media releases, liaison with printing firms, advertising schedules and placement, sponsorship, research and development, sales incentives, direct mail, telemarketing, database management, budgets, business development, project management, event management, performing arts administration, arts promotion, tourism, hospitality, participated in and organised youth events and competitions, photographer, dancer, public speaker.

Referees

Available on request

Know City Council

Assistant/Project Officer (Oct 2004- Oct 2007)

Initially accepted PA role, then offered Project Officer position.

Support role and Project Management duties for:

Know Festival
Carols by Candlelight
Knox Eistedfodd

- Responsibilities:
- Secretarial and administration support
 - Database management
 - Stallholder Management
 - Site planning and management
 - Promotion and Publicity
 - Systems and procedural development
 - Post event evaluation and reporting

Studied while having children (Oct 2000-Oct 2004)

Australian Business Theatre

PA to Managing Director

Project Manager (Aug 1998 - Aug 1999)

Initially accepted PA role,
then offered Project Management position.

- Responsibilities:
- Secretarial and administration support
 - Database management
 - Design and coordination of conferences, exhibitions and corporate events
 - Exhibition and visitor centre design and installation
 - Liaised internally with video production, graphic design finance and administration departments
 - Client and supplier liaison
 - Budgeting
 - Post event evaluation and reporting
 - Coordinated internal company newsletter

- Clients/projects worked on included:
 - Australian War Memorial
 - Immigration Museum
 - Jewish Museum
 - Museum Victoria
 - Dunlop and Olympic Tyres
 - Acer Computers
 - Telstra

Victorian College of the Arts

Office Coordinator

Project Manager (Jan 1997-July 1998)

Initially accepted administration position before being offered special project role. Managed special project to design and launch a one year acting course for general public to run alongside tertiary course, utilising highly respected teaching and school resources. A non-accredited but VCA endorsed, acting program.

Responsibilities:

- Coordinated planning sessions with key industry professionals and VCA staff.
- Carried out competitor analysis
- Collated and presented findings
- Prepared detailed proposal for launch and management of project, including fee structure, marketing and promotional plan.
- Designed and maintained administration procedures, including fee payment plans.
- Developed 'club' style marketing ideas
- Project achieved its \$150,000 revenue projection within its first year of operation.

Royal Agricultural Society of Victoria and NSW (Dec 1993- Dec 1996)

(Royal Melbourne Show)

Membership Manager

Responsibilities:

- Re-launched the Society's outdated membership program
- Developed a new membership benefits scheme
- Database management
- Coordinated the renovation of the membership facilities
- Coordinated direct marketing campaigns aimed at attracting old and new members to the Society
- Liaised with Committee Chairs and Members of the Society
- Reported to the Marketing Manager and at times directly to the CEO as this project was identified as a critical one in the restructure of the Society's corporate/government/public image campaign aimed at securing significant funding partners to update the Show Precinct.

(Royal Easter Show Sydney)

Educational Events Manager

- Responsibilities:
- Project manager for the planning and coordination of six different educational events at The Royal Easter Show.
 - Liaised with Committee Chairs and Members of the Society
 - Designed educational notes for each event
 - Trained support staff and volunteers
 - Promoted the events to relevant educational and community media
 - Marketing support to Major Events/Marketing Manager
 - Assisted Major Events/Marketing Manager in building relationships with major sponsors and helped find new sponsors.
 - Events included:
 - Rural Achiever of the Year
 - 'Pigs and People' display
 - Country Showgirl Competition
 - 'Animal Walk'
 - Animal Farm Nursery
 - Junior Judges Competition

Billiecart Clothing Pty. Ltd.

Marketing Manager (May 1991-Dec 1993)

- Responsibilities:
- Marketing, advertising and publicity for designer childrens' wear sold through party plan via over 1000 sales people nationally.
 - Planned and toured quarterly traveling road shows to launch seasonal ranges
 - Coordinated national sales conference for over 1000 people
 - Assisted in devising sales incentive programs
 - Coordinated the production of seasonal range brochures which included photography, styling and model hire
 - Edited monthly sales newsletter distributed nationally
 - Liaised with corporate sponsors - Australian Conservation Foundation and Uncle Toby's

The Regent Hotel, Melbourne

PR Manager (Feb 1989-Apr 1991)

- Responsibilities:
- Public relations activity for a five star hotel, which included the promotion of room rates, food and beverage outlets and the overall image of the hotel in line with national and international

group marketing objectives.

- Liaised with national and international media outlets
- Represented the hotel at industry meeting and trade events
- Assisted with advertising campaigns; including budget preparation, booking space and evaluating results
- Planned and coordinated a corporate function for the 1996 Olympic Games Bid. 1600 corporate/government/private enterprise and celebrity guests attended an elaborately themed cocktail party in honor of Melbourne's bid. Assisted with securing \$200,000 worth of corporate sponsorship to host the event. Generated widespread national and international media coverage for the event.