

LOUGAN E. BISHOP

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SUMMARY

Web and digital media manager with over 10 years of experience in higher education digital strategy, video, social media, enrollment and marketing. Collaborative problem solver who has implemented multiple customer relationship management systems, spearheaded web projects and advanced both social media and video initiatives. Leader of digital media strategy and oversight at Belmont University, a rapidly growing, student centered university in Nashville, TN.

EXPERIENCE

Web & Digital Media Manager

Belmont University Office of Marketing & Public Relations, June 2016 – Present

- Develops strategies for web, social, video and other digital media that creatively and effectively support University Marketing & Public Relations' efforts to advance the strategic priorities of the University. This includes, managing marketing message of flagship University websites, secondary websites, and blogs; managing marketing messaging on all social media platforms; serving as point-of-contact for video projects and productions; creating and tracking of landing pages for marketing campaigns; tracking, assessing, and communicating web analytic information; and spearheading user testing and focus groups to inform digital marketing strategies.
- Leads digital marketing team in development/implementation/production of related campaigns or projects efficiently and to high creative and technical standards.
- Maintain and manage all website administrators and administration needs.
- Through strong collaboration with campus partners, leads effort to continuously evaluate and improve web, social and video content ensuring the optimal messaging and content is always in place.
- Safeguards brand identity of Belmont University in all digital media channels.
- Serves as a member of the Mobile Application Team that developed the Belmont Mobile App.
- Supervisor of the Boulevard Team, Belmont's social media student street team.

Social Media & Digital Marketing Specialist

Belmont University Office of Marketing & Public Relations, May 2011 – June 2016

- Develops strategy, policies and procedures for Belmont's social and new media presence.
- Serves as chair of the Social Media Administration Team which provides leadership, support and training to the campus community as it relates to social media.
- Manages university flagship social media accounts.
- Member of the university web team and serves as backup support to the website administrator.
- Manages the use of Google Analytics and assists in tracking of conversions for digital marketing campaigns.
- Serves as the University videographer and point-of-contact for video productions using external vendors.
- Serves as a member of the Mobile Application Team that developed the Belmont Mobile App.
- Supervisor of the Boulevard Team, Belmont's social media student street team.

Information Systems Assistant / Web Specialist

Belmont University Office of Admissions, April 2008 - May 2011

- Coordinated and supported information technology services within the Enrollment Services division (which included the Admissions, Student Financial Services, and the University Registrar).
- Generated reports regarding social media engagement and web analytics departments within Enrollment Services.
- Served as a member of the University Web Team, which is responsible for the upkeep of the University website and shared responsibility for the maintenance of the Enrollment Services websites (Prospective Student Sites, Student Financial Services, Registrar, Belmont Central and others).
- Shared responsibility for the upkeep and use of the University enrollment and retention databases.
- Coordinated and managed email communication with prospective students, applicants, and current students using those databases.

Senior Sales Specialist

Dell Direct Store, June 2005 – January 2008

- Created and maintained Dell Direct Store Cheat Sheet (a sales tool adopted nationally)
- Assisted customers in building computing and electronic solutions
- Assisted Tennessee Territory Manager in attaining team sales goals
- Responsible for weekly individual and store sales quotas
- Responsible for maintaining sales metrics
- Coached new and existing sales reps on metrics, policies and procedures
- Managed store refreshes and retrofits
- Participated in Dell Direct Store Operations Champion Program
- Member of the National Dell Direct Store Sales Pulse Operations Team
- Member of in the National Services Advocate Team

Resident Director of Computer Labs & Networking

Middle Tennessee State University May 2003 – May 2005

- Responsible for up to 50 employees including payroll, hiring, and scheduling duties.
- Assisted Coordinator of Micro-computing with overall maintenance of residential computer network and implementation of policies.
- Oversaw the daily upkeep of the university's five residential computer labs.
- Maintained the University's ResNet Help Desk for the residence halls.
- Promoted responsible use of university internet services as well as responsible use of computer software.
- Improved policies and procedures for better productivity for employees and residents.

EXTERNAL ACTIVITIES

Higher Ed Social Podcast

Co-Host & Co-Producer, December 2014 – Present | <http://highered.social>

Higher Ed Social is a weekly podcast featuring higher education professionals from across the country. Our goal is to help our listeners better understand the many areas that comprise a higher education institution.

MiniMBA Lecturer

Belmont Center for Executive Education, December 2014 – Present

In this class, I discuss examples of companies who have avoided a social media crisis and learn about brands who have taken negativity and created a positive outcome. Students also learn how to better define their brand and message via social media.

Presentations

- eduWEB Conference - 2018
- HighEdWeb Conference – 2018 Upcoming, 2017, 2016, 2015, 2014, 2012
- Young Professionals of Williamson County FOCUS - 2014
- Hobsons University - 2012, 2011, 2010, 2009
- TICUA Conference - 2011
- The Lawlor Group (Social Media Workshop) – 2011

Publications

- All CAPS: Pinterest - *LINK: The Journal of Higher Ed Web Professionals*
- Facebook Groups and Pages Compared - *.eduguru*
- Social Media Recruitment: Do Prospects Really Use It? - *.eduguru*
- Is Facebookgate Troll Marketing - *Squaredpeg*

Guest Appearances

- OHO Webinar: Aligning Video to the Prospective Student Journey – May 2018
- Higher Ed Live – January 2016, October 2013, September 2012, February 2012
- Student Affairs Spectacular Podcast Episode #94 - February 2016
- Why I Social: Episode #44 - October 15, 2015

EDUCATION

Middle Tennessee State University

Bachelor of Science, Biology, 2005

Activities: President of the Honors Student Residential Association, Representative on Area Government, Residence Life Desk Assistant, Residence Life Computer Lab Assistant and Geology Conclave Member.

REFERENCES

ANNIE MITCHELL

Vice President of Marketing & Communications – Wofford College

Email: mitchellas1@wofford.edu

Phone: 864-597-4199

Relationship: Annie served as Belmont's Director of Marketing and was my supervisor from 2011 through 2013.

DR. KATHY BAUGHER

Executive Director of International Partnerships – St. Bonaventure University

Email: khbaugher@gmail.com

Phone: 615-775-2685

Relationship: Kathy served as Belmont's Associate Provost and Dean of Enrollment and was my supervisor from 2008 through 2010.

APRIL HEFNER

Editorial and News Content Director – Belmont University

Email: april.hefner@belmont.edu

Phone: 615-604-6500

Relationship: April serves as a member of Belmont's Social Media Administration Team and works with me on a daily basis in the creation of social media content and various other projects.

LUISA WILSMAN

Director of Special Projects – Tennessee Department of Education

Email: luisa.wilsman@tn.gov

Phone: 615-290-6472

Relationship: Luisa was Belmont's Director of Annual Giving and worked with me on various digital marketing projects including Belmont's successful Bruins4Bruins giving campaign.

DANNI KOSTURKO

Account Coordinator – Small Girls PR

Email: dhkosturko@gmail.com

Phone: 203-258-7881

Relationship: Danni is an alumna of Belmont and was a member of the Boulevard Team. She also served as the student member of the Social Media Administration Team.