

Caitlin Lam Bishop

caitlin.bish@gmail.com | 973-980-2325 | lambishop.com

Brand builder with global experience. Passionate about people, creativity, and sports.

Press Mentions

[The Creative Process is Changing. Here's How to Keep Up](#)

[AdWeek, 2022](#)

Awarded Campaigns

Helping the 50+ Community Navigate COVID-19

[AARP, 2020](#)

2 Shorty for Social Good Awards

Keep Going

[Nestlé FITNESS, 2018](#)

1 Euro Effie

Field Trip to Mars

[Lockheed Martin, 2016](#)

19 Cannes Lions
6 Clio Awards
1 Effie
1 Webby

Unclaimed

[New York Lottery, 2016](#)

2 Effies

You'd Make a Better Rich Person

[New York Lottery, 2016](#)

1 Jay Chiat Award

Education

B.S. Advertising

[University of Texas Austin, TX](#)

2011

DELOITTE DIGITAL (New York, NY)

[Strategy Director](#)

May 2023 - Present

[Associate Director, Strategy](#)

May 2021 - May 2023

- Led projects for the International Olympic Committee, the NWSL, and the NHLPA, recommending activation strategies to grow relationships with key audiences.
- Built recommendations for creative strategy for the WNBA Changemakers program, partnering closely with creative teams to bring ideas to life in a way that resonates with fans.
- Facilitated TikTok's first awards show through an activation for Bomb Pop that generated 11.2 billion views, 24 million hashtag challenge page views, and 1.9 million video submissions.
- Leads workshops with Deloitte partners, often taking point on facilitating productive branding sessions across marketing and business executives.

GREY (New York, NY)

[Associate Director, Social](#)

Aug 2019 - Apr 2021

CLIENTS: AARP, Discover

- Established strategic frameworks for AARP to build the 50+ community across Facebook, Instagram and Twitter. Persuaded key stakeholders to build a TikTok presence that would resonate with GenX; the account now has 348K followers.
- Partnered with AARP on an award-winning campaign during COVID-19, resulting in AARP being the most-engaged non-profit on Facebook in 2020. Over 2,200 pieces of content were published for this campaign, requiring coordination across AARP's editorial and social teams and Grey's creatives and producers.

McCANN WORLDGROUP (Paris, France)

[Senior Strategist](#)

Jan 2017 - Jul 2019

CLIENTS: Cereal Partners Worldwide (Nestlé + General Mills)

- Part of a lean team responsible for creating global brand platforms for 5 brands across 10+ markets for Nestlé Cereals. Mapped roll out plans for global campaigns and activations, working with the creative teams, media agency, and vendors.

McCANN NEW YORK (New York, NY)

[Strategist](#)

May 2015 - Dec 2016

[Associate Strategist](#)

Apr 2014 - Apr 2015

CLIENTS: Lockheed Martin, New York Lottery, Microsoft, L'Oreal, MGM Resorts, Nespresso

- Strategic lead for Lockheed Martin and New York Lottery, responsible for the day-to-day communications on their social media channels.
- Ran culturally-relevant activations designed to engaged New Yorkers, such as the "Is This You?" campaign which generated \$12 million of earned media, and a statewide \$1B Powerball jackpot activation.

UNIVERSITY OF TEXAS - ATHLETICS (Austin, TX)

[Marketing Intern](#)

Jan 2009 - May 2010

- Helped bring brand partnerships to life with in-game support. Highlights include: dancing as a pizza slice in front of 110,000 people and throwing t-shirts out at Kevin Durant's retirement game.