

Karin Mellow
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Over 20 years of experience in managing proposals, Government and Commercial, and developing proposal-ready content. I am seeking a role where my skills as a Proposal Manager and Content Manager can both be utilized.

Experience

Content Manager, BIAS, 3-2017 – Current

My current duties are creating standardized, re-usable content for RFX responses; adding to the efficiency of the Proposal Department:

- Evaluate incoming RFXs to assess the ability to create a pre-response document draft for technical and sales writer.
- Seek and standardize content used in prior RFX responses.
- Edit the content of proposed re-usable responses; for example [ClientName] and the use of 'One Voice'
- Evaluate the content to decide if it is applicable for additional RFX; either too technical or can be standardized
- Build a SharePoint database sorted according to business practices
- Set dates and timeframes for the documents to be evaluated, reviewed for new content, and edited for expired content

Some achievements include:

- Creation of the company Style sheet, including standard text, heading levels, margins, resumes and corporate colors
- Worked with VP business leads to build standard Power Point presentations to present to their customers
- Re-worked previous graphics to refresh with new colors and text
- Created 250+ proposal ready content documents
- Created a database of customer quotes, and graphics
- Created a database of employee resumes

My specialties include: Management of multiple projects simultaneously, managing a group of divergent team members, and an ability to create a team effort. Outstanding editing and writing abilities; proposal and marketing communication. The ability to work well with others with little supervision.

Proposal Manager, Fidelity National Information Systems, Government, 4-2014 – 11-2016

Duties were preparing proposals for Commercial and State Government RFPs:

- Evaluated incoming RFPs and RFQs to prepare a list of subject matter experts
- Ensured appropriate team meetings are conducted within 24-48 hours
- Documented and delegated legal and administrative forms for signature
- Created the proposal schedule, outline, and compliance matrix
- Assisted in designing strategic approaches and themes to the proposal
- Wrote sections, résumés, references and executive summaries
- Participated in writing technical sections; changing the language to an appropriate audience
- Worked with partners and subcontractors; enhancing responses to ensure a "one voice" response
- Ensured timelines were met; allowing for extensive and unhurried edits
- Ensured the response was customer ready, questions were answered, proposal formatted accordingly

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My specialties included: Proposal management of multiple projects, staff management/development, writing, and training. Considered a Government expert, I achieved the following:

- Addressed a variety of audiences effectively; using different approaches to get the needed information
- Approached subject matter experts in a manner to successfully receive information on time
- Demonstrated excellent written and verbal communication skills with cultural sensitivity
- Managed large and diverse teams to create a team environment
- Ensured RFP compliance by understanding legal, contractual, and the formality of a proposal
- Performed in a time-sensitive environment, even after hours
- Assisted sales with the Executive Summary; using Shipley practices
- Absorbed and retained complex details, while maintaining the ability to see the big picture

Proposal Writer and Manager, Contract Work for Various Organizations, 11-2013 – 4-2014

Responsibilities included for the writing and creation of responses to RFPs. Additionally, I was required to:

- Review customer-defined business and technical requirements for document requests.
- Prepare development strategy, plan and schedule for each proposal.
- Customize responses with help from outside subject matter experts, collect, organize, and format final response files. Create detailed proposal outlines and templates for document consistency and conformity with company approved marketing and branding.

As a database creation expert:

- Augmented and managed RFP knowledgebase to provide response content that included only the most accurate and current information.
- Developed overviews and frequently asked questions using information provided by subject matter experts, websites, and other trusted sources.
- Developed a database of standard re-useable content using new information and organizational skills.
- Advised Companies in balancing a department; an effort that could potentially eliminate unnecessary added cost, i.e, negotiated licensing, outsourcing print.
- Offered insight into the complexities of the Government customer.

Proposal Manager, Hewlett-Packard Company, 2003 – 2013

Managed proposals as projects, including setting and maintaining a timeline for successful completion of tasks. In addition:

- Provided outstanding leadership for proposal support engagements; where I ensured roles and responsibilities were understood.
- Created a proposal management plan in order to ensure that the proposal was efficiently managed and met pertinent deadlines.
- Showed strong organization, project and time management skills.
- Worked successfully in a reactive environment, managing multiple RFPs/Projects.

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As a Government specialist, I was tasked with communicating HP policy, trends, sales focuses, and related information to teammates and management:

- Created a database of re-usable Government responses.
- Provided training and mentoring; considered the top choice for mentoring new team members in the global, +10 Million, and Government space.
- Partnered with junior proposal managers to advise, monitor, and instruct proposal management practices.
- Acted as an escalation point for various occurring problems.
- Created Training Sessions: How to Create an Unsolicited Proposals--Co-Development and Co--Presentation. How to Kick off an RFP--Development and Presentation. State and Local Annual Workshop--Development and Presentation.
- Led committee in managing 'best practices', i.e. reviewed database reviewing procedures, managing work/life balance, outreach policies, standardization of proposal methods.

Bid Engagement Manager, Global Services, Hewlett-Packard Company, 2002 – 2003

I have a proven ability in managing groups of team members of Subject Matter Experts, Financial, Legal, etc. I also:

- Assisted the Sales department in global services to offer cost effective solutions to improve HP's position to Win.
- Worked with the salesperson to develop strategic pricing solutions that exceeded customer requirements.
- Used creativity with pricing to ensure profitability of deals.
- Worked in a reactive mode and managed to handle multiple projects simultaneously.

Services Proposal Manager and Knowledge Content Manager, Hewlett-Packard Company 1999 – 2002

- Assisted Sales in providing a customer-driven and compliant RFP responses.
- Promoted and contributed to content quality standards; including customized, concise and customer-focused services proposal content, consistent message and win themes, accurate responses, and valid deliverable solutions.
- Responsible for developing over 100 customer-focused, proposal-ready documents for HP sales teams, bid teams, and channel partners that were both timely and of high quality.
- Developed overviews, frequently asked questions, cover letters, and executive summaries using information provided by Subject Matter Experts, websites, and other trusted sources.

Professional Associations

- APMP Certification Foundation Level
- Pursuing APMP Practitioner Level
- ESI (PMP), Project Management, Associate's Certificate (completion of 5 classes)

Professional Development

- Using Qvidian for Executive Summaries
- Various: Managing Virtual Teams, Effective Meeting Management, Business Communication, Writing Value Statements, Dealing with Difficult Customers
- Microsoft Suite: Word, Excel, PowerPoint, Qvidian and SharePoint
- Writing Winning Proposals/Shiplely Associates
- Managing and Writing Federal Proposals/Shiplely Associates

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Education

University of Phoenix

Master of Business Administration, International Business, 2004

University of Texas

Bachelor of Arts in Psychology, 1994

Volunteer Activities

- APMP Book Committee (developing the program book for the APMP society's SPAC (June 2018 Annual Conference).
- Suwanee SPCA