

JESSE SHANE FISHER

OBJECTIVE Service good people with excellent creative work.

Strategic Development **2023 -Current**

Coddle Creek Capital / John Allen Jr.

- Develop and measure key metrics around the business including user acquisition, conversion rates, engagement rates, and satisfaction
- Leverage data and analytics to drive advertising insights
- Provided marketing direction for business plan and emerging growth

Strategic Development **2019 -2025**

RWR Legal / KASAMA / Shari Wynne Ressler

- Develop and measure key metrics around the business including user acquisition, conversion rates, engagement rates, and satisfaction
- Leverage data and analytics to drive advertising insights
- Provided marketing direction for business plan and emerging growth

Chief Marketing Officer **2014 -2017**

Archivista.ai (FamilyArc)

- Defined marketing strategies through analytics to support the company's overall objectives
- Planned and organized marketing operations from product development, branding and communications to achieve a unique marketplace position
- Designed promotional campaigns, PR and other marketing efforts across distribution channels
- Recruited a highly efficient team of marketing and sales professionals to build a solid network of strategic partnerships

Creative Director **2007 -2014**

Thundercolor

- Provided the creative direction with marketing perspective for all projects
- Successful implementation and execution to help you grow traffic, convert more visitors, and run complete inbound marketing campaigns

Marketing Coordinator **2005 -2007**

Inspiration TV Network

- Responsible for data research of TV and Web market trends, video portal and social sites
- Lead marketing event promotion by co-ordinating staff, volunteers and operations
- Promoted our programming to strategic partners for large event promotion

Brand Manager **2003 -2005**

F3 -Fabulous Family Fun Center

- Provided creative direction for all printed media and website design
- Lead the marketing campaigns for tv, radio and billboards

Sales & Purchasing **2000 -2003**

H&H Technologies

- IT Budget Consulting
- Direct Sales