

JESSE SHANE FISHER
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OBJECTIVE

Service good people with excellent work.

EXPERIENCE

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 - 2023

RWR / 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

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 an 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

2005 - 2007

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