

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
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### **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 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**

**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