LARRY FISCHER

- larry@larryfischer.net

**Professional Summary**

Senior Marketing and Management Director with comprehensive background in lead generation, tactical and strategic planning and digital marketing. Successfully drives growth in company ROI through innovative and cutting-edge marketing campaigns.

**Skills**

|  |  |
| --- | --- |
| * Over 20 years of management experience.
* Team development and leadership
* Digital marketing
* Speaker and trainer
* Exceptional copywriter
* Budgeting, forecasting and cost analysis
 | * Life/Health, P&C Insurance
* Story development and brand management
* E-mail and direct mail marketing campaigns
* ROI analysis
* Positioning
* Marketing plan development
 |

**Work History**

2002 to Current **Network Optimization Manager**

**Earthlink: Network Operations -** Anniston, AL

* Identified and implemented savings within Earthlink network where $41 million dollars in monthly line cost savings in 2014
* Responsible for planning and removing outdated equipment from network with as little impact to the customers as possible
* Monitor network and order any needed capacity for normal customer growth within 12 states
* Manage personnel and train circuit designers to groom circuits to increase company cost efficiencies
* Manage optimizations projects to completion and calculate the cost saving associated with the projects

2012 to Current **Marketing Director**

**Internet Media Now -** Birmingham, AL

* Create and implement online marketing campaigns
* Design sales and marketing funnels
* Graphic Design and copyrighting
* Design integrated website, social media and mobile marketing

1993 to 2006 **Financial Representative / Licensing Instructor**

 **Primerica Financial Services: Division of Citigroup-** Birmingham, AL

* Divisional leader in sales and service
* Provided clients with needs analysis to determine ways to meet stated financial goals
* Assist client with debt consolidation loans, mortgages, term life insurance, annuities, and long-term care insurance
* Instructor of Life/Health and Property and Casualty Insurance

1998 to 2002  **Director of Operations**

**U.S. Print Company -** Birmingham, AL

* Managed company finances such as taxes, payables and receivables
* Responsible for an increase in productivity by 40% through restructuring of human resources and marketing campaigns
* Reviewed the financial aspects of product development, such as budgets, expenditures and research and development appropriations.
* Directed and coordinated marketing activities and policies to promote products and services.
* Worked with the communications team to drive internal promotion of company programs, initiatives, guiding principles and mission.
* Defined and tracked campaign effectiveness and adjusted strategies accordingly.

1989 to 1998 **Partner, General Manager, Sales Manager, Buyer**

**Over the Mountain Outfitters -** Birmingham, AL

* Wrote and implemented inventory control software to increase efficiency and track inventory
* Designed and published promotional literature and advertising, and conducted promotional clinics
* Organized and conducted in depth telemarketing campaign
* Organized Adventure Trips such as camping, hiking, backpacking, canoeing, kayaking, rafting, skiing, snowboarding etc.
* Directed and coordinated marketing activities and policies to promote products and services.
* Initiated market research studies and analyzed findings.
* Analyzed business developments and monitored market trends.

 **Education**

* Business Degree from Huntingdon College