

LARRY FISCHER

205-243-8393 Larry@LarryFischer.net

Chief Digital Officer | Chief Marketing Officer | Digital Strategy, Customer Experience, Sales

Recognized Subject Matter Expert on Digital Transformations, Lauded Leader in ROI & Team Building

Delivering engaging, insight-driven digital capabilities that transform businesses and ensures incredible customer experiences.

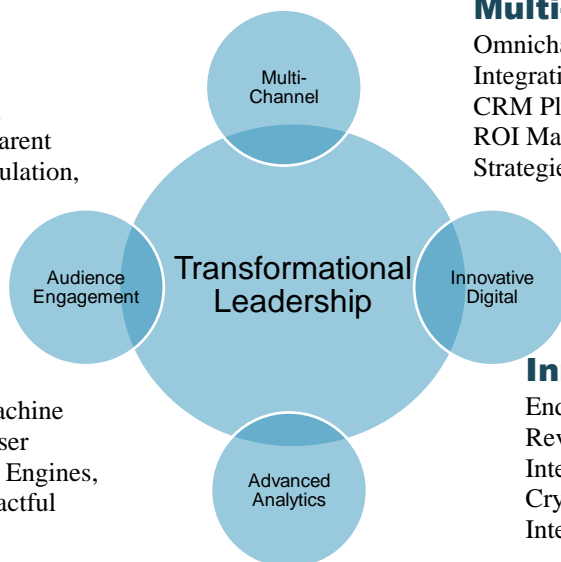
Customer-focused visionary and respected thought leader known for leading global teams to build revolutionary digital solutions. Remarkable track record of driving #business growth while consistently engaging and impressing new audiences. Tenacious, ambitious and inspirational with team building communication skills. Frequently invited speaker at team marketing events. Extensive success in the development, mentoring, and leadership of top-performing personnel. Pioneered digital marketing to create profit through proven inbound marketing strategies. Accountable for multi-million dollar budgets and resources to meet and exceed profit and sales goals. Successfully drives growth in company ROI through innovations in process and organizations as well as expense management.

Transformational Leadership

Thought leadership, Staff Inspiration, Organizational Growth, Top-Tier Team Building, Change Management, Transparent Communications, Business Value Articulation, Process Optimization

Multi-Channel

Omnichannel Environments, Mobile Applications Integration, Web & E-Commerce Solutions, CRM Platforms, Brand Marketing, Campaign ROI Maximization, Go-to-Market (GTM) Strategies, Social Media



Audience Engagement

User Experience (UX) Design, Human Machine Interaction, Personalized Experiences, User Behavior Research, Advanced Cognitive Engines, Customer-Centric Content, Socially Impactful Products

Innovative Digital

End-to-End Digital Ecosystems, Revolutionary Ideas, Artificial Intelligence, Digital Roadmap Design, Cryptanalysis, Cryptography, IT Integration

Advanced Analytics

Big Data, Consumer Insights, Evergreen Data Models, Client Feedback, Metrics, Trend Spotting & Analysis, Competitive Intel, KPI's, Benchmark Analysis

Recognized as respected presenter, and subject matter expert on digital transformations.

Key Technical And Leadership Competencies

- Customer Engagement
- Cross-Cultural Communications
- Time-To-Market Processes
- Change Management
- Employee Engagement
- Digital Marketing Strategies
- Global Market Planning
- Strategic Business Planning
- Product/Service Development
- Influence and Negotiation Skills
- Financial and P&L Leadership
- Team Development
- Quality Assurance Management
- Key Link to Engineering and Sales
- Market Research and Intelligence
- Validation/Regulatory-Based Expertise
- Profit Center Optimizing
- Talent Acquisition, Development and Retention
- Communication
- Budgeting, Forecasting and Cost Analysis
- Organizational Development and Leadership
- Strategic Marketing
- Organization and Production Re-Engineering
- Vertical Marketing Expertise

Certifications and Competencies

- Google Ad Words
- HubSpot Content Marketing
- Facebook & Instagram Marketing
- Google Analytics
- Trello, Asana, Basecamp, Workfront
- Hootsuite, Buffer
- Canva, Photoshop, Adobe, InDesign, Illustrator
- UnBounce, Lead Pages
- Zapier, Automate.IO, MicroSoft Flow
- HubSpot Administration
- Slack
- Click Funnels, Convert Kit
- Type Form
- Mail Chimp, Constant Contact, AWebber
- AirTable, GSuite
- Shopify, Woo Commerce
- WordPress, Joomla, Drupal
- WebeX, GoToWebinar
- Intercom, AutoPilot
- Dropbox, Office

Career Successes

2016 to Current **Marketing Director**

Classical Conversations – Southern Pines, NC

- Created a marketing team of professionals to create integrated inbound marketing campaigns and advertising
- Manage PPC, Facebook Ads, Instagram Ads, SEO, SEM, with a \$350K budget
- Designed a high touch leads funnel at a \$259K cost that resulted in \$3.3M return on investment
- Graphic Design and copywriting
- Designed integrated website, social media and mobile marketing

2010 to 2016

Marketing Director

Internet Media Now - Birmingham, AL

- Create and implement online marketing campaigns
- Design sales and marketing funnels
- Sales and marketing
- Graphic Design and copywriting
- Design integrated website, social media and mobile marketing

2002 to 2015

Network Optimization

EarthLink: Network Operations - Anniston, AL

- Identified and implemented 41 million dollars in monthly line cost savings within EarthLink network
- 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
- Managed and mentored team of engineers to implement network grooms to achieve savings
- Manage personnel and capital budgets and forecasts results and expenses
- Manage optimization projects to completion and calculate the cost saving associated with capital projects

1993 to 2006

Financial Representative / Licensing Instructor

Primerica Financial Services: Division of Citigroup- Birmingham, AL

- Securities licensed to implement investment in IRA, 401k and mutual funds
- 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

Chief Operating Officer

U.S. Print Company - Birmingham, AL

- Operational Management and cost control initiatives
- Lead the performance management process that measures and evaluates progress against goals for the organization
- Provide for all staff a strong day-to-day leadership presence
- Migrated financial data to new accounting software
- Analyze the current technology infrastructure and scope out the next level of information technology and financial systems
- Responsible for an increase in productivity by 40% through restructuring of human resources and marketing campaigns
- 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 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
- Analyzed business developments and monitored market trends

Education

- BA| Business Administration
- MBA | In Progress