

LARRY FISCHER

205-243-8393 Larry@LarryFischer.net

Chief Executive Officer | Chief Marketing Officer

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

Delivering engaging, transformative, insight-driven digital marketing & leadership

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. 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, Team Building, Change Management, Transparent Communications, Business Value Articulation, Process Optimization

Advanced Analytics

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

Innovative Digital

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

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 Product

Key Technical And Leadership Competencies

- Customer Engagement
- Cross-Cultural Communications
- Change Management
- Employee Engagement
- Digital Marketing Strategies
- Global Market Planning
- Strategic Business Planning
- Product/Service Development
- Influence & Negotiation Skills
- Financial and P&L Leadership
- Team Development
- Quality Assurance Management
- Market Research & Intelligence
- Validation/Regulatory-Expertise
- Profit Center Optimizing
- Budgeting, Forecasting
- Cost Analysis
- Organizational Development
- Strategic Marketing
- Vertical Marketing Expertise
- Talent Acquisition Development
- Talent Retention

Recognized as a respected authority on finance and subject matter expert on digital marketing transformations.

Certifications and Competencies

Larry Fischer, 205-243-8393, Larry@larryfischer.net

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

Career Successes

2020 - Present **Vice President of Sales & Marketing - Veritas Press** – Lancaster, PA

- Reports directly to the owner
- Reports and participates in executive level planning meetings
- Manages, hires, trains marketing and sales teams
- Manages multi-million dollar marketing budget
- Increased overall revenue 65% in two years
- Manage PPC, Facebook Ads, Instagram Ads, SEO, SEM
- Convention and conference marketing strategy
- Influencer marketing strategy and implementation
- Ecommerce email marketing

2016 - 2019 **Marketing Director - Classical Conversations, Inc** – Southern Pines, NC

- Created marketing team to create integrated inbound marketing campaigns and advertising
- Managed 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
- Convention and conference marketing strategy
- Influencer marketing strategy and implementation
- Ecommerce email marketing

2010 - 2016 **Marketing Director - Internet Media Now** - Birmingham, AL

- Create and implement online marketing campaigns
- Design sales and marketing funnels
- Sales and marketing strategy and execution
- Graphic Design and copywriting
- Design integrated website, social media and mobile marketing
- Double digit growth for small business marketing

2002 - 2015 **Network Optimization - EarthLink: Network Operations** - Anniston, AL

- Identified and implemented 41 million dollars in monthly line cost savings
- 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 - 2006 **Financial Representative / Licensing Instructor - 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 - 2002 **Chief Operating Officer - U.S. Print Company** - Birmingham, AL

1989 - 1998 **Co-Owner - Over the Mountain Outfitters** - Birmingham, AL

Education • BA | Business Administration • MBA | In Progress