

LARRY FISCHER

Chief Marketing Officer

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📍 Alachua, Florida

SUMMARY

Enthusiastic and results-driven Chief Marketing Officer with a proven track record in optimizing marketing processes and scaling operations. Proven track record of double-digit growth in e-commerce and lead generation. Excited about leveraging content marketing and SEO to drive traffic and elevate brand visibility. Thrives in fast-paced, high-autonomy environments and excels in leading and mentoring teams. Committed to aligning with the core values of the company and contributing to its mission.

PROFESSIONAL EXPERIENCE

National Director of Growth and Events

Trail Life USA

📅 2023 - Present 📍 Remote

Trail Life USA is a Christ-centered, boy-focused mentoring program. I was hand-picked by the founder CEO to help optimize and scale processes around marketing and conversion.

- Led the development and implementation of a comprehensive, strategic plan to improve ecommerce sales by 22%
- Redesigned HubSpot digital funnel marketing strategy, resulting in an average of 32% increase in sales qualified leads

President

Equine Leg Magic LLC

📅 2023 - 2024 📍 Alachua, Florida

Equine Leg Magic is a small business manufacturing and selling mineral supplements for horses. My aunt inherited the business and I redesigned the business for her to be able to run and manage.

- Redesigned website and created ecommerce platform to sell nationwide and Canada
- Planned and implemented go to market products and marketing strategies for products that generated 43% year over year growth
- Developed omnichannel marketing plan that launched our new subscription product which increased profitability by 12% over 12 months

Vice President of Marketing and Sales

Veritas Press

📅 2020 - 2022 📍 Lancaster, Pennsylvania

Veritas Press is a Classical Christian curriculum publisher and on-line school with digital and physical products. The owner selected me based on my successes with my previous employer.

- Led the companies COVID-19 digital response which led to increase enrollment of 41% over 2019 and another 38% in 2021, increasing total revenue by 65% during my tenure
- Grew online digital course sales from \$890k in 2019 to \$1.5 m in 2022 by creating partnerships with educational influencers and promotions
- Managed sales and marketing team to create seamless campaigns for selling fulfillment services to traditional classical schools nation-wide

TECHNICAL SKILLS

Data modeling and evaluation

HTML

Ahrefs

Hubspot

Strategic Planning

Sales Funnel Management

Google Analytics

Marketo

KEY ACHIEVEMENTS

Cost Savings of 30%

Through contract negotiation and data driven selection decreased the Trail Life events budget by a third this fiscal year.

Increase ecommerce sales 22%

Through promotions and segmented email marketing increased net sales from \$2.45 million to \$3.05 million year over year.

The Biggest Impact award

Company recognition for biggest quarterly increase in revenue from marketing campaign in 2019

CERTIFICATION

Google Ads Certificate

2022 - renewed

Content Marketing Certified

2023 - renewed

HubSpot Inbound Marketing Certificate

2023 - renewed

HubSpot Email Marketing Certified

2023 - renewed

EDUCATION

BA in Business Administration

Huntingdon College

📍 Montgomery, Alabama

PROFESSIONAL EXPERIENCE

Director of Marketing

Classical Conversations

📅 2016 - 2020 📍 Southern Pines, North Carolina

Classical Conversations is a home school curriculum publisher that create communities that meet weekly. Was recruited for my marketing experience to develop and scale the marketing department.

- Hired and supervised the in-house marketing team to achieve massive growth
 - Developed a high touch lead generation and follow-up process that generated 30%+ annual growth in the first year implemented
 - Managed \$350k year social media budget with 9-13% growth per year
 - Planned and negotiated homeschool event contracts nationwide and supervised their effective execution
 - Managed the companies web redesign and implemented HubSpot CRM for sales and marketing teams.
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Director of Marketing

Internet Media Now

📅 2010 - 2016 📍 Birmingham, Alabama

Internet Media Now provides small businesses with hands on marketing and business strategies and solutions.

- Worked with clients to create digital marketing plans and then help them create content
- Helped Mexican restaurant in Springville AL double monthly revenue in 7 months through social media contests and promotions that drove organic traffic
- Created promotion strategies for growing business email lists
- Small business products like website design, Facebook management, and ecommerce platform implementation

PROUD OF



Through hiked the Appalachian Trail