

JIM FISHER

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PROFESSIONAL SUMMARY

- Extensive background as a high-performing and reliable creative professional
- Senior team member in an enterprise-level marketing department for nearly a decade
- Adept and experienced with administrative work and high-volume task management
- Creative problem solver with robust verbal and written communication skills
- Genuinely passionate about organization and intuitively detail-oriented
- Diverse experience managing projects and collaborating with teams and executives
- Robust background and extensive skill set in visual design and production support
- Senior-level experience bringing direction and mentorship to projects and teams
- Delivers high-quality work on time, on message, and on brand

INDUSTRY EXPERIENCE

EDTECH • FASHION • BEAUTY • LIFESTYLE • ENTERTAINMENT

SOFTWARE SKILLS

BUSINESS: • Microsoft Office • Google Workspace • Mac & PC • Type 60 WPM
• Social media & email platforms • Project & digital asset management apps

GRAPHICS: • Photoshop • Figma • InDesign • PowerPoint • Keynote • Acrobat
• WordPress & CMS platforms • Illustrator • Premiere Pro & Animate

PROFESSIONAL SKILLS

- Presentation design & layout skills • Graphic design & production for digital & print projects
- Website design & maintenance • Social media & email marketing • Iterative design & A/B testing
- Working knowledge of SEO & analytics • Document & asset organization & management
- Strong visual composition skills • Fluent in color theory, typography, & design principles
- Photography & photo editing • Videography & video editing • Content development & production
- Project & workflow development & management • Background in print design & production
- Academic background in mass communications & journalism

WORK HISTORY & EXPERIENCE

Marketing Specialist / Freelance / Los Angeles, CA / May 2024 – Present

Client work and professional development projects including: social media management, design, and content production; presentation and motion design; website design, development, and maintenance

Senior Designer / Age of Learning / Glendale, CA / August 2014 – April 2024

- **Communications.** Daily check-ins and collaborations with colleagues, managers, and stakeholders; composed emails and messages; attended, documented, and led meetings; updated project and team priorities, reviewed current objectives, developed new projects, and managed production schedules
- **Collaboration.** Worked closely with executives and stakeholders on high-level marketing campaigns and product launches; communicated regularly with project managers to ensure the accuracy and legal compliance of all marketing content and keep master documents updated; collaborated with corporate vendors like Walmart, Amazon, and Disney to produce and manage assets for marketing campaigns
- **Graphic Design.** Created digital ads, social content, emails, & app graphics that increased sales & elevated branding identity and presence; designed and produced magazine ads, sell sheets, flyers, direct mail postcards, & other print materials; repurposed & resized marketing materials for digital and print campaigns & initiatives; created animated graphics for ad campaigns and social media content
- **Website Design & Management.** Provided regular design mockups, production assets, content updates, and sitewide documentation for enterprise-level websites; created custom landing pages for regular promotional campaigns and A/B testing projects; developed and revised UI design, refreshed site graphics, and updated important content for a variety of marketing websites and promo campaigns
- **Digital Marketing.** Worked closely and regularly with analytics team to review performance data; developed creative insights and strategies to inform design and content decisions for future campaigns
- **Document & Asset Management.** Provided department resource development and maintenance along with document and asset production and management using a variety of content and project management systems; developed and leveraged style guides & design systems to ensure branding integrity throughout all marketing campaigns and assets
- **Typing & Admin.** Frequently provided typing and data entry services for a wide variety of projects; created decks for executive-level presentations, sales pitches, and internal meetings
- **Leadership.** Provided onboarding, mentorship, direction, and management for a diverse creative team; instructed new employees on workflow standards, production guidelines, and brand aesthetics; reviewed junior designers' work and provided thoughtful and constructive criticism and feedback

Production Manager / Candy Films / Los Angeles, CA / March 2012 – February 2014

- Handled all production tasks and responsibilities for a small independent film studio; managed production budgets, bookkeeping, and paperwork; organized location, talent, and crew selection and scheduling; handled script processing for production scheduling, setup and breakdown of sets, and organizing/managing set supplies, props, and wardrobe

Creative Manager / Plastic Hassle / Los Angeles, CA / March 2007 – August 2014

- Provided creative direction and project management for a variety of fashion and entertainment clients
- Regular design and production work for fashion ecommerce websites for **Lip Service**, including seasonal homepage design revisions, regular content updates and maintenance, email and social marketing campaign design and production, magazine ads, and seasonal catalog design and production; shot and edited promo footage of product shoots, production BTS, and brand promotion events
- Created sales training decks for product launches and resources for **Arbonne**, a skincare & beauty brand
- Comprehensive WordPress website design, production, and maintenance services for clients

Education / Florida International University / Associate of Arts, Communications