

ELE FISHER

Mission Viejo, CA
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QUALIFICATIONS SUMMARY

Visual storyteller and results-driven creative with **20 years of experience** of increasing revenue for clients by creating strategic marketing campaigns that span print, video and interactive mediums. Innovative problem solver with the ability to design solutions, mentor team collaboration and prioritize project workflow in a fast-paced, deadline-driven environment.

— AREAS OF KEY EMPHASIS —

- Brand Management
 - Advertising Campaigns
 - Packaging & UI/UX Design
 - Multimedia Marketing
 - Cross-Functional Leadership
 - Client Retention
 - Product Launches
 - Community Engagement
 - Innovation Pipeline Strategy
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SIGNATURE ACHIEVEMENTS

- ✓ **Managed the packaging for 500+ SKUs** in retail, direct-to-consumer, frozen, fresh, diabetic, men, and upsell product lines for a Fortune 500 weight loss company.
 - ✓ **Doubled sales projections** through the successful creation of a new line of weight loss kit products utilizing consumer data resulting in a **market share increase** spanning retail, discount and grocery stores.
 - ✓ Created highly successful and long-running direct mail campaigns that **lowered customer acquisition costs by 30% and reduced printing costs by 50%**.
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PROFESSIONAL EXPERIENCE

Conjure Up—Mission Viejo, CA

Full-service design agency that creates identity, branding solutions, packaging, presentations, retail displays, direct mail, explainer videos and social media marketing.

Creative Director

2015-Present

- Identified brand personality, threats and marketing strategy for a new line of in-office dental products that **reduced regulatory review time by 50%**, enabling client to go-to-market faster.
- Rebranded a film production company utilizing a new name and identity design to expand into new markets and genres, **quadrupling their documentary clients**.

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Nutrisystem—Fort Washington, PA

Established Fortune 500 company that sells nutritionally-balanced weight loss programs direct to consumer, individual items and kits in retail stores, and digital tools online to support weight loss.

Packaging Director

2007-2015

- Managed the cross-functional internal team including upper management and external vendors to redesign the packaging of **over 500 SKUs in less than 5 months**.
- Maintained design and brand standards across four meal occasions **despite 10 different packaging types and substrates**.
- Sourced alternate printers for point-of-purchase display, label and packaging sample mockups **reducing costs by 20%**.
- Held packaging costs and print quality of **20+ international printers** throughout product innovation, reformulation and new packaging design lifecycles.
- **Slashed overall packaging costs by 10%** by challenging vendors to resize die lines.
- Conceptualized new kit products for retail market, **doubling sales projections**.

Art Director

2002-2007

- Led the ideation and market research on product design trends and user interface preferences that **resulted in a higher-converting website**.
- Tracked focus group data and drivers of consumer preference to provide **actionable creative direction** for national print advertisement campaigns featuring non-celebrities.
- **Strategized the brand refresh** of the 40-year-old company for use in new media outlets.
- Created a long-running direct mail campaign that **doubled its initial Q3 sales**.
- **Established the brand standards** guide that was used for all corporate communications.

Additional experience includes:

Marketing Director—Millstar

Corporate Trainer—

Senior Multimedia Designer—

Sonic Training

Syngy

Contract Art Director—

Freelance Designer—

Graphics Instructor—

Modern Gourmet Foods, CSG,
TLC for Superteams

Paul Connors Agency

LSB, CHI Institute

EDUCATION AND CREDENTIALS

Temple University—Bachelor of Arts | Cum Laude