

Megan Fischer

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Key Competencies:

- Demonstrated success in **developing and implementing** effective marketing initiatives
- Skillful at **communicating** cohesive messaging and dispersing information
- Developed **unique content** that inspires engagement
- Built **high-trust, collaborative relationships** with leaders and internal and external teams.
- Experienced at **solving problems and providing innovative solutions** for businesses across diverse industry sectors.
- **Listening and interviewing skills** to fit client/team needs and capturing **essential facts and information**.
- Recognized for being a solution-oriented, creative **problem solver** who works with grit and grace to achieve outstanding results.
- **Organized, detail-oriented, and meticulous**; able to juggle multiple priorities while meeting deadlines and delivery goals.
- Fluent in **written and spoken** French

Marketing and Technical Skill Snapshot

- *AP Style*
- *CRM System Integration*
- *SEO & Google Analytics*
- *Adobe Lightroom / Photoshop / Illustrator*
- *Photography & Video Editing*
- *Microsoft Office / G-Suite*

MARKETING AND PRESS RELATIONS

MARKETING SPECIALIST, PLATFORM ADVISOR & ONBOARDING CONSULTANT, *Madwire – A technology company that provides business management and marketing software and services for small businesses and franchises – Fort Collins, CO (September 2017 to June 2023)*

Select Accomplishments:

- Managed 20+ client accounts for the onboarding process of 4 to 6 weeks each; provided ongoing support as needed.
- Assisted with the launch of a new department focused on email/text message marketing and website content development for clients; quickly became the expert of the email and text marketing platform;
- Provided training for managers, clients, and team members
- Created and implemented unique email marketing strategies and templates based on clients' needs
- Increased usage of CRM and email marketing platforms by 34 percent in 2019.
- Grew the Onboarding team during the Covid-19 pandemic and during an extensive internal restructuring
- Streamlined and facilitated training for internal staff, marketing teams, and clients which improved the delivery process, customer satisfaction, and overall productivity.
- Acted as the project manager and collaborated with internal teams on design and content for client websites.

REPORTER, *Gillette News Record – Gillette, WY (2016 to 2017)*

REPORTER AND PHOTOGRAPHER *Wright High Plains Sentinel – Wright, WY (2016 to 2017)*

Select Stories Available on my [Website](#)

Select Accomplishments:

- Covered town and city council meetings
- Reported on and photographed high school sports events
- Wrote and photographed for feature stories on the community
- Interviewed law enforcement officials daily
- Wrote daily blotter items and crime stories
- Investigated larger crime stories; wrote crime features for paper when necessary
- Covered local news stories that pertained to the community

PHOTOGRAPHY ASSISTANT – *Forever Yours Photography Studio – Castle Rock, CO (2011-2014)*

- Assisted with photo shoots (family, high school seniors, baby, events, etc...)
- Edited photos using Adobe Lightroom and Adobe Photoshop
- Created video presentations for photo reveals

EDUCATION

Master of Business Administration, Colorado State University – Fort Collins, CO - Expected Graduation Date: May 2026

Bachelor of Arts, Colorado State University – Fort Collins, CO - May 2016

Triple Majors: International Studies, Journalism/Media Communication, and Languages, Literatures and Cultures

Semester at the Institut Américain Universitaire - French Studies - Aix-en-Provence, France

Volunteering and Leadership:

- Sky High Hope Camp for childhood cancer survivors and their siblings - volunteer staff
- Ram Strength cancer nonprofit in Fort Collins - photographer, volunteer
- Make-A-Wish Colorado Trailblaze Hiking Challenge and Fundraiser
- Cultural Mentor for new CSU international students
- Martial Arts Instructor, 3rd Degree Taekwondo Black Belt

Activities and Involvement:

- Advanced Photographer
- Traveler