



elizabeth rose fischer she/her

ebiph111@gmail.com  
linkedin.com/in/elizabethrfischer

second-generation entrepreneur | creative & resourceful growth & brand strategist | empathetic designer  
| nimble & collaborative problem solver | passionate mental health advocate

BROOKLYN, NEW YORK

fully vaccinated

### Marketing Director

Semsee

June 2022 - Current

### HUBSPOT

Certified Inbound Marketing

### SOLVE NEXT

Design Thinking Workshop Facilitator

### TRANSFORMATION ACADEMY

Cognitive Behavioral Coaching Certification

### EDUCATION

#### SOUTHERN METHODIST UNIVERSITY

BA in Art History & Psychology Dec. | 2009

#### RUTGER'S UNIVERSITY

Executive MBA in Digital Marketing | 2016

### SYSTEMS

Asana  
G-Suite  
Miro  
Mural  
Hubspot  
Loomly  
Klaviyo  
FloDesk  
ClearVoice  
Medium  
Canva  
Adobe CC  
Shopify  
Wix  
Squarespace  
Wordpress  
Notion  
Airtable  
Zoom  
Slack

### Head of People

Semsee

June 2021 - June 2022

### Founder

ZerModus

March 2017 - 2021

### Marketing Director

Fischer & Co

July 2016 - March 2017

### Brand Manager

April 2014 - December 2015

### Brand Manager

Poo Pourri

December 2015 - March 2016

### VC-Backed InsureTech Startup

- Growth Marketing Leader Focused on Revenue Growth & Product Usage
- B2B Lead-Gen Marketing / Sales Enablement / Pricing & Promotion Strategy
- Lead Strategy & Execution for Product/Brand & Customer/Partner Marketing
- Fast-Paced & Highly Efficient Project Management in Asana / Weekly Retros
- Drastically Improved Email Marketing Open Rates, CTR, Conversions, etc.
- Personally Executed 40+ Projects/Month with Deliverables Ranging From Landing Pages, Email Workflows, Social Assets, One Pagers, Presentations, and More

- Built Out HR Tech Stack: ATS, HRIS/PEO, Performance & Project Management, Surveys, On/Off-Boarding Processes, Travel, Expenses, Policies, etc.
- Led Full-Cycle National Inclusive Recruiting for 25+ Hires to Date
- Led Weekly All Hands & Employee Programming for Hybrid Workforce
- Enhanced Employer Benefits Offering & Led HRIS/PEO Transition
- Compensation Benchmarking, Adjustments, Titling & Organization Design
- Series B Round & SOC2 Type 2 Compliant HR Practices & Documentation

### Consumer Packaged Goods & Wellness Startup

- Designed Productivity and Personal Growth Tools & Programs
- Designed the First-Ever Mental Health Recovery Planner - Everyday Human
- Designed Framework for the Five Phases of Personal Empowerment
- Guiding Career Coaching Clients to Achieve Promotions & \$20k+ Pay Raises
- 5x Profit Margin on High-Quality American-Made Subscription Products
- Authoring Thought Leadership Pieces & Developing Collaborate Blog Strategy
- Lead all Website Design & Development, Email Marketing, Social Media, & PR
- Evaluate & Oversee All Agencies & Production Partnerships
- Public Speaking Virtually, On-Site, & on Podcasts (Productivity & Mental Health)

### International B2B Tenant Rep Brokerage, Consulting & SaaS

- Led & Mentored Five Direct Reports Serving 85 Internal Clients on Tight Deadlines
- Led National Corporate/Internal Communications Strategy & Newsletter
- Designed People Development Programs Driving Employee Engagement, Performance, Productivity, Collaboration, & Learning
- Developed & Managed Recruiting (JazzHR ATS), Hiring, & Onboarding Processes
- Increased Cross-Functional Operational Efficiencies & Effectiveness
- Architected Culture / Planned & Organized Formal & Informal Company Events
- Spearheaded Successful Employee Engagement & Team Building Initiatives

### High-Growth International CPG Startup

- Ideated Winning Super Bowl Ad Campaign Copy
- Resolved Complex Problem-Solving Initiative for \$500k Challenge
- Led Marketing & Press Strategy for Various DTC Projects
- Led Strategy Development for National Brand Partnerships
- Improved Recruiting Process to Help Reduce High-Churn Rate