



elizabeth rose fischer *she/her*

[LinkedIn Profile](#)

I have a broad skill stack as an entrepreneurial marketing and human resources leader with a proven track record at startups and small businesses across multiple industries. My ethos is to help individuals, teams, and organizations take their performance to the next level as quickly and cost-effectively as possible.

BASED IN BROOKLYN

HUBSPOT

Certified Inbound Marketing

SOLVE NEXT

Design Thinking Workshop Facilitator

TRANSFORMATION ACADEMY

Cognitive Behavioral Coaching Certification

EDUCATION

SOUTHERN METHODIST UNIVERSITY

BA in Psychology & Art History Dec. | 2009

RUTGER'S UNIVERSITY

Executive MBA in Digital Marketing | 2016

SOME SYSTEM PROFICIENCIES

- Asana
- G-Suite
- Miro
- Wix
- Buffer
- Reply.io
- Hubspot
- Loomly
- Klaviyo
- FloDesk
- ClearVoice
- Medium
- Canva
- Adobe CC
- Google Ads
- LinkedIn Ads
- Facebook Ads
- Instagram Ads
- Reddit Ads
- Notion
- Airtable
- Zoom
- Slack

Growth Consultant

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December 2022 - Current

Growth Consulting Agency

- Executive Resume & Biography Writing Services (Create Online Course & 1:1 Services)
- One Direct Report Assisting with Research & Business Development
- Non-Profit Client in the Psychedelic Mental Health Space
 - Created a Website in 1 Week with Community, Events, Member Plans, & Live Chat
 - Overhauled Marketing Stack, Optimizing Event Promotion Strategy, Social Strategy, & Member Engagement Strategy (Klaviyo, Buffer, Wix, Canva, etc.)
 - Instagram Following Up by 6.4%, Engagement by 37%, and Accounts Reached by 9.7% in Less than 90 Days Entirely Organically
 - Email Campaigns Consistently Yielding 50%+ Open Rate and 4-7%+ Click Rate
 - Created New Event Pricing Strategy Capturing \$200k in Potential Annual Revenue
 - Created New Membership Plans & Pricing Tiers
 - Created New Partnership Strategy & Secured the First Event Sponsor within 30 Days
 - Advising on Philanthropic Fundraising Strategy & Organizing Private Donor Dinner

Marketing Director

[Semsee](#)

June 2022 - November 2022

VC-Backed Series B InsureTech Startup

- Increasing App Adoption & Daily Usage from New Users by 1.5X MoM in 30 days
- Launched Digital Wholesaler Offering & Grew Customer Base 2.3X in 30 Days
- Developed & Optimizing Paid Ads on LinkedIn & Google AdWords with
- Developed & Executing Inbound Marketing Engine with Lead Magnets (Gated Content), Interactive Tools, & Lead Nurturing Workflows
- Overhauled Email Marketing Performance: Open Rates, (up to 36% from 8%) CTR (up to 33% from 0%), Response Rates (up to 8% from 0%)
- Developed & Executing Collaborative Partner & Carrier Launch Strategy
- Producing & Promoting Webinars with 24% Growth in Registration in <30 days
- Hosting Partner Webinars with up to 71% Attendance Rate & 62% Engagement

Head of People

[Semsee](#)

June 2021 - June 2022

- 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

Founder

ZerModus

March 2017 - March 2021

Consumer Packaged Goods & Wellness Startup

- 5x Profit Margin on High-Quality American-Made Subscription Products
- Designed the First-Ever Mental Health Recovery Planner - Everyday Human
- Designed Productivity and Personal Growth Tools & Programs - Everyday Visionary
- Led all Website Design & Development, Email, Social Media, Advertising, & PR
- Featured in HuffPost, Mashable, PopSci, D Magazine, Among Other Media Channels
- Evaluated & Oversaw All Agencies & Production Partnerships
- Public Speaking Virtually, On-Site, & on Podcasts (Productivity & Mental Health)
- Designed Framework for the Five Phases of Personal Empowerment
- Career Advancement Coach Helping Clients Achieve \$20k+ Pay Raises



I'm a hands-on entrepreneurial leader and growth strategist with a proven track record of impacting revenue, talent attraction and retention, and streamlining scalable operations. I'm most drawn to consulting opportunities where I can roll up my sleeves and help small to medium-sized teams level up their growth strategy inside and out.

COMMUNITY INVOLVEMENT

I am passionate about focusing my energy on supporting:
1) Mental Health
2) Women in Business
3) Visual Artists

Brooklyn Psychedelic Society | Steering Committee Member 2023

Member at Numerous Art Museums Everywhere I've Lived

Equest | Gala Chair & Board Member 2020 (Canceled for COVID)

Cattle Barons Ball (Benefitting American Cancer Society) - Underwriting & Auction Committee | Personally Raised \$500k in Total 2015 - 2017

Trinity River Mission - Raffle Chair 2008

Sun - Pisces
Moon - Aries
Rising - Virgo

ENTJ & ENFP
The Commander & The Campaigner

Marketing Director

[Fischer & Co](#)

July 2016 - March 2017

Brand Manager

[Fischer & Co](#)

April 2014 - December 2015

Brand Manager

[Poo Pourri](#)

December 2015 - March 2016

Sales Representative

Tom James Company

January 2012 - February 2013

Business Development Rep

[Fischer & Co](#)

January 2010 - December 2011

International B2B Tenant Rep Brokerage, Consulting & SaaS

- Led & Mentored Five Direct Reports Serving 85 Internal Clients on Tight Deadlines
- Overhauled Marketing Workflows & Completed 141 Projects in 40 Days w/5 Person Team
- Led National Corporate Communications Strategy & Newsletter
- Designed People Development Programs Driving Employee Engagement, Performance, Productivity, Collaboration, & Learning
- Developed & Managed Recruiting (JazzHR ATS), Hiring, & Onboarding Processes
- Insanely Increased Cross-Functional Operational Efficiencies & Effectiveness
- Architected Culture / Planned & Organized Formal & Informal Company Events
- Spearheaded Successful Employee Engagement & Team Building Initiatives
- Planned & Produced 3-Day 30 Year Company Anniversary Celebration & Summit

High-Growth International Category Creating CPG Startup

- Ideated Winning Super Bowl Ad Campaign Tagline 'Don't Forget the Other Bowl'
- Resolved Complex Problem-Solving Initiative for \$500k Challenge
- Led Marketing & Press Strategy for Various DTC Projects for the \$30M Shopify Site
- Led Strategy Development for National Brand Partnerships
- Improved Recruiting Process to Help Reduce High-Churn Rate

World's Largest Custom Clothier

- Straight Commission Sales Role
- Built a Book of Business Generating \$200k in Revenue from Cold Calls & Referrals for Custom Luxury Apparel with High Net-Worth Clientele
- Ranked No. 1 Salesperson out of 500 for Floating Appointments (In-Person Prospecting)
- Improved Client Operations Processes with Asana Workflows
- Trained New Sales Hires & Created Highly Effective & Efficient Business Development & Account Management Systems/Templates
- Organized Thousands of Fabric Swatches for Easy Reference

International B2B Tenant Rep Brokerage, Consulting & SaaS

- Led consultative pursuits for Fortune 500 companies by successfully initiating contact with C-Suite and Board Directors
- Conducted Extremely Extensive Due Diligence on Prospects Lending a 100% Booking Rate for Cold Intros for Multi-Million Dollar Deals
- Wrote & Designed all Sales Collateral, Letters of Introduction, Presentations, etc.
- Redesigned Our SaaS Demo Approach to be Much More Engaging
- Initiated & Conducted Inside Sales Audit Uncovering Critical Opportunities for Revenue Growth & Client Retention
- Developed a Comprehensive Sales Training Book to Assist New Hires Since No Formal Training or Mentorship Was Provided