

# Clarkson S. Fisher III

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## Summary of Qualifications

- 7 years as Marketing Director of live entertainment events production company
- Ability to strategize long term marketing plans across print, TV, radio, internet and hands-on media
- Many years experience in media buying and copy production on all platforms
- Freelance webdesigner
- Management experience
- Paralegal internship experience
- Client relationship experience with world class performers in comedy and adult contemporary music
- Experience as the on-site promoter representative in theaters and performing arts centers throughout the Northeast
- Experience in managing and creating content for online advertising campaigns on many platforms such as Google AdWords, Facebook paid advertising, AdBrite and Twitter
- Understanding of good SEO practices in webdesign
- Full understanding of Google Analytics in maximising ROI for online advertising and in SEO
- Proficiency in Joomla! CMS platform
- Proficiency in MS Office, Photoshop, GIMP, Dreamweaver, Flash, Premiere Pro, Illustrator, Acrobat Distiller, Soundbooth.
- Full familiarity with Windows, Mac and other operating systems. Well developed knowledge of HTML, CSS and XML.
- Ability to edit and work with HTML, Javascript, PHP, MySQL databases
- Experience in freelance client relationships from initial client concepts to completed websites and ad campaigns
- Web hosting experience
- Ability to understand the needs of clients and to deliver unrealized solutions

# Experience

Marketing Director, AM Productions, Manalapan, NJ, 2006-present.

- Talent buying
- Developing marketing strategies
- Allocating advertising budgets
- Media buying
- Advertising design in print, online and for display in person at venues
- Production of radio and TV spots
- On site supervision of and cooperation with venue box office staff, stagehands, tour managers, and top artists in adult contemporary music and live comedy
- I.T. administration for all of AM Productions
- Website and social media administration
- Communication with owners of AM Productions, artists, artists' talent agents, tour managers, and venue staff on the topics of marketing, advancing performances, and negotiating co-promotions
- Coordination of many shows on sale simultaneously in separate markets

Co-owner, Bionic Design Studio LLC, 2008-2011.

- Working independently with clients to conceive, design, code, publish, host, and update websites

Inventory Personnel, Borders of Eatontown, NJ, 2007-2008.

- Customer service
- Receiving inventory shipments
- Prioritizing and executing inventory deployment

Driver/Installer, The Party Corner/Party Line, Ocean, NJ, 2002-2006.

- Working with customers on site to ensure complete satisfaction with the installation of temporary structures and rented tables, chairs, etc. for weddings and other large parties
- Leading a team of up to about 10 people in English and Spanish to complete work on site to specifications of the customer
- Managing warehouse
- Receiving client orders and sales

Paralegal, Wilentz, Goldman, & Spitzer, Woodbridge, NJ, 2000-2001.

- Intern during summer of 2000 and 2001
- Shared all duties with full-time paralegals
- Worked to assist lawyers with sorting and prioritizing extensive evidence

## Education

Axia College of Western International University  
August 2005 to September 2006.  
36 credits

Rutgers College of Rutgers, the State University of New Jersey  
September 1999 to May 2000.  
15 credits

## References

Stanley Andrucyk  
Co-owner of AM Productions  
732-264-2111  
amprodsa@aol.com

Terrence McDermott  
Co-owner of AM Productions  
732-310-7502  
amprodtm@aol.com

Christopher Ruch  
Owner of The Party Corner/Party Line  
732-741-0041

Mike Bezio  
Owner of Waterfrontshop.com (a webdesign client)  
732-832-9902  
mjmbezio@yahoo.com

## Portfolio

Available on request and online at <http://clarksonfisher.com>