



MATTHEW FISCHER

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EDUCATION

2012

MASTERS OF SCIENCE – BRAND STRATEGY

VIRGINIA COMMONWEALTH UNIVERSITY

The Brandcenter at Virginia Commonwealth University was named #1 advertising program by Creativity magazine, top global business and design program by BusinessWeek, and #1 digital media and marketing program by Ad Age

2004

BACHELOR OF SCIENCE – COMMUNICATIONS

BRIGHAM YOUNG UNIVERSITY IDAHO

Emphasis in advertising and public relations.

WORK EXPERIENCE

2016 – PRESENT

BRAND STRATEGIST

ELEVATE 1850

Advise clients on brand strategy, consumer insights, innovation implementation, and designing new services and products.

2016

BRAND MANAGER

ANTICIPAT

Worked with founder to bring predictive patent analytic software to beta testing, identify consumer groups, and develop brand roll out strategy.

2014 - 2016

BRAND MANAGER AND STRATEGY

CONSULTANT

INDEPENDENT

Worked with organizations in the aviation, construction, tech, ski, and data industries to accomplish marketing and business goals, connect with consumers, and expand market share.

2013

BRAND CONSULTANT

FOUR FLOORS

Adjusted medical practice operations structure by creating additional income streams and refocusing brand position, increasing revenues by a projected \$1M over 13 months. Advised home services owner on brand positioning and growth strategy.

OBJECTIVE

Align myself with a like-minded organization as a Brand Manager or Brand Strategist. Using my diverse experience as an entrepreneur, inventor, strategist, and consumer insights specialist to add value to your clients and your company.

SKILLS

FOCUS AREAS

- Brand Management
- Brand Strategy
- Brand Positioning
- Brand Landscaping
- Brand Touchpoint Review
- Consumer Segmentation
- Competitive Analysis
- Brand Creation & Architecture
- Brand Briefing
- Experiential Branding strategy
- Competitive Brand Innovations
- Personal Branding
- Internal & Organizational Branding
- Brand Voice Development

SOFTWARE

- Adobe Creative Suite
- Microsoft Office Suite
- WordPress

LANGUAGES

- Spanish
- Portuguese

(continued)

Bonus



Led a group to build a 10X30 parade float in 7 days. Yes, there is a full-size Chevy truck inside.



Roasted marshmallows on an active volcano in Guatemala.



I have been the proud owner of two buses.

2008

ASSOCIATE PUBLISHER

LUXURY HOME MAGAZINE

Built relationships with top luxury realtors and strategically positioned the magazine among competitors to become number 1 in the category after 14 months. Established customized distribution plan for each listing, breaking the traditional perceptions of the speed at which Luxury homes can be sold.

ENTREPRENEURIAL EXPERIENCE

STARTUPS

FOUNDER/CO-FOUNDER

Fence Defense (2002)

Quick Trip (2003)

Deck Defense (2004)

Real Estate Innovations (2008)

Hometown Handyman (2008)

Control A+ (2012)

Data Illustrate (2013)

Glebe Handyman (2013)

Startup Consulting DC (2014)

Elevate 1850 (2016)

2013

BRAND CONSULTING

Serve as a resource for those interested in monetizing ideas, strategically positioning their company, and building strong brands.

Projects include: Surf Air, Texas State Alarms, Schooled Magazine, Fusion of Ideas, Rose Valley Services, JTI Innovations, Historical Conquest, Liberty Bridge Academy, Destination USA Consulting, Avalancer, and Anticipat.

MEMBERSHIPS

National Ski Areas Association

Asthma Educations Association

VOLUNTEER EXPERIENCE

American Lung Association, Kaiizen, American Red Cross, The Salvation Army, and Esperanza.

INTERESTS

Mountain biking, skiing, mechanics, historic renovation, technology, cultural-tourism, and running.

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