

KEVIN FISHER

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PROFESSIONAL PROFILE

Creative leader with 25+ years of experience driving brand, digital, and print initiatives across agency, corporate, and entrepreneurial environments. Proven track record of leading cross-functional teams, managing high-volume project pipelines and delivering impactful creative solutions for organizations ranging from startups to multi-million-dollar companies.

Combines hands-on design expertise with strategic leadership and business ownership experience. Known for building scalable creative systems, improving workflows and aligning design execution with business goals.

CORE COMPETENCIES

Creative Direction | Brand Strategy | Team Leadership | Project Management | Digital and Print Design
Marketing Campaigns | Client and Stakeholder Relations | Process Development | Web and Ecommerce
Business Operations | AI-Assisted Content Creation | Workflow Optimization | Product Inventing | Design

PROFESSIONAL EXPERIENCE

Creative Manager

Ecommerce Innovation Alliance

February 2025 - May 2026

www.ecomm-alliance.org

First internal hire, brought on to help launch and establish a national nonprofit trade association in Richmond, VA.

- Led all creative, content strategy and marketing efforts, shaping brand identity, messaging and visual direction
- Built and launched a custom WordPress website generating 2,300+ sessions and 4,000+ page views per month
- Developed and executed email marketing strategy, delivering monthly campaigns to a 15,000+ member audience
- Configured and managed CRM and membership platform supporting 15,000+ users
- Launched social media presence from the ground up, driving growth through organic engagement strategies
- Integrated AI and other tools into daily workflows to improve content creation speed and operational efficiency
- Managed logistics, execution and supporting materials for in-person events, virtual meetings and webinars
- Collaborated with leadership to align creative and marketing strategies with organizational goals

Founder and Creative Director

Grow Fish Design, LLC | Related Ventures

January 2006 - February 2025

www.growfishdesign.com

Founded and led a full-service creative studio delivering branding, print, web and marketing solutions.

- Directed creative strategy and execution for hundreds of clients across a wide range of industries
- Delivered thousands of projects across print, web, and digital campaigns from concept through production
- Built client relationships, with many retained for 5–15+ years, generating consistent six-figure annual revenue
- Managed and collaborated with up to 6 subcontractors, including designers, developers and content creators
- Led all business operations including client acquisition, finances and strategic planning as a sole proprietor
- Developed scalable systems for project management, client communication and production workflows
- Managed hosting infrastructure for 100+ clients across multiple servers and domain environments
- Operated an email marketing platform supporting dozens of clients, delivering ~100,000 emails per month

Additional Ventures Under Leadership:

- Powered By Fish (web hosting, domains, server networking and infrastructure services)
- Grow Fish Mail (email marketing platform and campaign services)

Entrepreneurial Ventures and Product Development

Self-Employed | Business Ownership

January 2006 - January 2025

Founded and scaled multiple small businesses across ecommerce, SaaS and consumer product industries.

- Led product invention, development and end-to-end business operations as a sole proprietor
- Invented and patented original consumer products, managing full lifecycle from concept through market launch
- Led product development, manufacturing coordination, supplier relationships and fulfillment operations
- Designed and executed branding, sales and digital marketing strategies for DTC and wholesale channels
- Managed business operations including financial management, accounting, taxes and regulatory compliance
- Drove revenue growth through SEO, social media, email marketing and performance-based campaigns

Freelance Web Designer and Developer

Various Agency Partnerships

January 2010 - January 2022

Collaborated with multiple marketing and advertising agencies to deliver printed design, web design and coding.

- Designed and developed websites and digital campaigns for agency clients across various industries
- Partnered with account managers and creative teams to deliver client-focused solutions
- Managed timelines, deliverables and cross-functional communication in remote environments
- Supported hosting infrastructure, server management and ongoing website maintenance
- Provided WordPress, Magento (Adobe Commerce) and other custom web solutions

Digital Art Director | Graphic Designer

Market America, Inc

April 2001 - January 2006

www.marketamerica.com

Progressed from Graphic Designer to Art Director within a global ecommerce and direct marketing corporation.

- Led digital creative direction and managed a team of ~25 designers, developers and supporting team members
- Oversaw large-scale digital, print and direct-mail projects from concept through production
- Developed marketing materials and campaigns for national and global distribution
- Provided technical leadership, training, and support for creative tools and systems
- Managed technology infrastructure, hardware, software and technical support for the creative department

EDUCATION

Bachelor of Fine Arts | Graphic Design

Appalachian State University

Boone, NC

TECHNICAL SKILLS

Creative: Adobe Creative Cloud, QuarkXPress, Adobe Express, Canva

Productivity: Microsoft Office, Google Workspace

Collaboration: Basecamp, ActiveCollab, Slack, Teams, Zoom, Zuddl

Ecommerce: WooCommerce, Shopify, Adobe Commerce

Web: HTML, CSS, JavaScript, jQuery, PHP, MySQL, XML, Google AppSheet

Network: WHM, cPanel, WHMCS, phpMyAdmin, FTP

CMS: WordPress, Magento, Joomla, Drupal, e107, SquareSpace, Wix

Systems: Mac OS, Windows, Linux/Unix, server and hosting infrastructure

Accounting: Quickbooks, TurboTax, TaxAct, Bill.com, Wave Accounting

Email and SMS: Campaign Monitor, Mailchimp, Constant Contact, ActiveCampaign, Postscript

CRM: Membership Works, YourMembership, InfusionSoft

Social Channels: LinkedIn, X, Facebook, Instagram, YouTube

AI: ChatGPT, Google Notebook LM, Google Gemini, Claude

PORTFOLIO

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