

# Alexandra Fisher

## Marketing Leader

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Results-oriented global marketing leader with 17+ years of proven success in developing integrated programs that drive retail demand and profitable sales growth. Skills and expertise honed within corporate and agency settings focused on: branding, cross-channel marketing, digital and social media strategy, content development, strategic partnerships, influencers and experiential activation.

## SKILLS

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B2B2C Marketing, GTM Strategy, Branding & Identity, Media Planning, Content Creation, Digital Advertising (SEO, SEM, Affiliate, Social, Display, Remarketing), CRM Email & SMS Marketing, Influencers, Consumer Research, Retail & Experiential, Agency Management, Event Planning and Management, Public Relations, AI Natural Language Processing, Copywriting

## WORK EXPERIENCE

 [www.alexcofisher.com](http://www.alexcofisher.com)

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### Head of Marketing

2021 – Present

WOLVERINE WORLDWIDE, KIDS DIVISION

Lead a high-performing team of 8 to execute the marketing strategy across multiple brands (**Merrell, Saucony, Sperry, Keds, Hush Puppies**) in partnership with sales, product, finance and brand leaders. Promoted from Marketing Director after one year; report to the divisional President, accountable for \$5MM marketing budget.

- Direct the go-to-market strategy of key product launches across digital and retail channels to generate demand; directly enabled business growth by 24% YoY. Successfully implemented the first end-to-end marketing ops process for the business unit, resulting in more streamlined project management and consistent achievement of deadlines.
- Increased brand consideration and conversion through highly targeted digital media campaigns to achieve \$95M in annual revenue with an average 400% ROAS in 2022.
- Translated brand identities for Saucony, Merrell, Sperry and Keds through the lens of the kid consumer. Provide clear communication and product positioning through the development of seasonal marketing toolkits and sales presentations.
- Increased customer acquisition by more than 50% YoY, through a combination of CRM audience testing, cross-selling and machine learning algorithms.

### Global Marketing Manager

2018 – 2020

BOSE CORPORATION

Drove \$50MM in annual sales as the Marketing lead for the DTC retail channel. Developed customer experiences and connected product demonstrations that “wowed” consumers for 6 major product launches per year.

- Spearheaded omni-channel initiatives such as Mobile POS and BOPIS, on the forefront of shopper trends.
- Managed digital marketing campaigns across paid social, email, mobile and SEO—resulting in a 3% lift in store traffic YoY despite steep retail declines in market (pre-COVID).
- Grew customer acquisition and retention by 100,000 users YoY through a series of strategic promotions and brand partnerships including the NFL, Formula1 Racing, celebrity ambassadors, and more.
- Led more than 10 pop-up retail and event activations, and continuously tested the optimal customer experience to drive product awareness, sales and brand advocacy.

## **Head of Social Media**

2017 – 2018

NEW BALANCE ATHLETICS

Effectively implemented New Balance's first global social media strategy, guidelines, publishing tools, 52-week calendar and measurement framework to expand reach and engagement within multiple product categories.

- Successfully grew global social media communities by 30% within one year to 5M followers across Facebook, Instagram, Snapchat, Twitter, YouTube & Pinterest.
- Efficiently led paid social media campaigns that resulted in \$38M revenue (14X ROAS) on newbalance.com over 8 months.
- Oversaw regional teams in North America, LATAM, EMEA, APAC and China to seamlessly execute go to market plans, content creation, distribution, reporting and optimization across digital media platforms.

## **Senior Marketing Manager**

2012 – 2017

Marketing Manager (2013-2015); Product Manager (2012-2013)  
ADIDAS GROUP, SPORTS LICENSED DIVISION

Managed 4 direct reports; owned marketing budget and day-to-day relationships with marketing teams at the NBA, NHL and MLS and at the individual team level.

- Optimized annual sponsorship and trade marketing budgets of \$8M to grow sports licensed net sales by more than 15% in three consecutive years (2014-2016).
- Presented integrated marketing plans to North American sales force and league executives at seasonal sales meetings (300+ attendees).
- Worked closely with licensors (league partners), functional teams and external agencies to develop creative toolkits that brought product stories to life across digital and social touchpoints, while also generating at-once demand through memorable brand experiences at tentpole events, such as NBA All-Star Weekend.
- Rapidly promoted two times in recognition of quality, dedication, and commitment to business success.

## **Account Manager**

2011 – 2012

BROWN PARKER & DEMARINIS ADVERTISING

- Managed four key healthcare accounts, pitching and developing campaign work that was on time and in-budget, and drove a 10% increase in agency revenue.
- Amplified brand awareness and promoted specific service lines within communities to accelerate physician referrals and patient volume for three hospital networks and one major medical device company.

## **Product Marketing Manager**

2007 – 2011

LRP MEDIA GROUP

- Oversaw the successful execution and optimization of B2B SEO, SEM, social media and direct mail campaigns through continuous A/B testing.
- Managed team of 4 and served as resident copywriter for all marketing materials for subscription-based publications and leading HR and Higher Education industry trade shows.

## **Junior Account Executive**

2005 – 2007

TINSLEY ADVERTISING

- Integral member of account service team overseeing annual client billings exceeding \$8 million in the higher education, tourism and hospitality sectors.
- Worked with over 60 event coordinators to plan, develop and implement strategic advertising campaigns, while managing media and production budgets.

## EDUCATION

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### **University of Florida**

Bachelor of Science – Advertising, 2006

### **Harvard Business School**

Leadership Essentials Certification, 2023

## BUSINESS TOOLS

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MS Office Suite

Adobe Creative Cloud

Google Analytics

Tableau

Adobe BI

Qualtrics

Salesforce Marketing Cloud

Wordpress

Canva

Workzone

Workfront

Hubspot CMS

Ariba

Hootsuite

Sprinklr

Mavrck

Asana

Monday

Slack

Bynder (DAM)