

THE SHORT STORY

Hello. I'm a results-oriented, B2B/B2C creative leader who gets a huge rush out of connecting business goals with motivating ideas and stories. There are three things that get me through the workday: strategic guardrails, collaboration and lots of guffaws.

GET IN TOUCH

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SKILLS & STRENGTHS

- Champions ideas that drive the customer journey
- Moves fluidly between the big picture and daily minutiae
- Easily translates strategy into people-speak for more compelling brand stories
- Deep understanding of production processes across all media
- Fluent in data-driven segmentation and distribution
- Heartfelt storyteller, effective producer
- Knows when to lead, when to follow and when to get out of the way

BRANDS AND CATEGORIES

- Bayer Crop Science
- True Value Hardware
- Payless Shoes
- Jayco and Entegra Coach RVs
- Philip Morris (Parliament and Virginia Slims)
- DePaul University
- Healthcare, hearing care and health insurance

EDUCATION

Taylor University

BA in Mass Communications

THE BACK STORY

SVP Executive Creative Director

Rhea + Kaiser | June 2017 - November 2019

As head of creative, I led a department of talented content creators for traditional and digital media. I was responsible for the day-to-day success of art, copy, design, production, broadcast and video output, as well as the strategic direction of all agency accounts. I also worked closely with the heads of paid and earned media to ensure seamless brand experiences throughout the customer journey.

Successes: Launched agency re-brand; introduced new and more efficient processes for content marketing, strategic briefing and video production.

Creative Director

LoSasso Integrated Marketing | June 2014 - June 2017

As creative frontwoman for this thriving, digital agency, my goal was to inspire, nurture and celebrate ideas that united brand strengths with simple human truths. I led the team to numerous new business wins and award show recognition for creativity and business results. Direct reports included art and copy, content strategy, design and video production.

Successes: Introduced new brand communication tools and strategic planning processes; expanded video capabilities; established workflow efficiencies which led to increased agency profitability. Oh, and I led a lot of winning pitches.

Creative Director

MARC USA | June 2010 - June 2013

Most days, if I wasn't directing I was doing. And if I wasn't doing, I was collaborating with talented people in just about every department. And so it was at this fast-paced, retail agency. My proficiencies as a writer, thought leader and mentor fit the brand-building, content and promotional needs of our clients - from higher education and healthcare to hardware and footwear.

Successes: Nurtured client relationship which grew a small agency project into a substantial roster account; responsible for campaign which won Payless business.

Popular Freelance Writer

AdLib Marketing | October 2004 - June 2010

My time as a freelance writer (and wfh mom) brought a fun mix of clients and projects, mostly agencies looking for pith and vinegar at lightning speed.

VP Creative Director

Leo Burnett | September 1998 - October 2004

While reaching for the stars, I guided a team of writers and designers through the legal challenges of international tobacco promotions, packaging and brand building. I also wrote a lot of cheeky copy that resonated with Slims women across the US.

Successes: Created high-impact direct mail with record-breaking response rates.

MARTHA PORTER FISZER
CREATIVE AND CONTENT DIRECTOR