CYNDI HARMEYER FISHER

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**SUMMARY OF QUALIFICATIONS**

Senior-level marketing and public relations executive with more than 25 years’ experience creating and implementing comprehensive marketing strategies that deliver remarkable results and significant growth for government, nonprofit, and for-profit sectors. Management experience in consumer and B2B advertising, and public relations. Digital expertise in website development, eCommerce sites, Internet marketing strategy, and search engine marketing designed to maximize consumer conversion and drive sales. Decidedly motivated with high level of organizational skills, strong attention to detail, and ability to manage multiple projects simultaneously.

**EXPERIENCE**

GREATER DES MOINES PARTNERSHIP, Des Moines, IA        July 2014-Present

Executive Director, Education Drives our Great Economy (EDGE)

* Responsible for facilitating the work of the Human Capital Committee of the Partnership’s *Capital Crossroads* Initiative including strategic plan development.
* Building strong relationships with stakeholders and partners to drive engagement work, develop “big goals” and set outcomes for work.
* Role includes thought leadership and research, effective communication and vision casting, and the organization and monitoring of initiative goals and outcomes.
* Secure commitments from partners for on-going work implementation and initiative funding.
* Marketing and communication to the Iowa Legislature, stakeholders, and general public.

LS2GROUP, Des Moines, IA                         July 2013-July 2014

**Director of Marketing**

* As a member of LS2 group's senior team, planned, created and managed the marketing team that has grown from two initial clients to 27 clients in less than one year.
* Strong strategic planning skills including market share analysis, competitive analysis, market trends, current branding and expansion strategies, market research, understanding of stakeholder and target audience perceptions/attitudes, and determining areas of improvement to drive lead generation and retention.
* Brand fundamental strategies including brand expansion strategies, external/internal environment analysis, stakeholder research, brand vision, brand gaps, and expression to reach the higher needs of consumer motivation.
* Managed all market research including focus groups, survey development and analysis, and management of research teams.
* Proven strengths in coalition building, campaign management, political consulting including grassroots initiatives, and developing and managing public policy advocacy initiatives.
* Manage strategic and crisis communication, senior level corporate coalition building, issue, and legislative advocacy management.

STRATEGIC AMERICA, Des Moines, IA                    2008-2013

**Digital Marketing Services Director/Senior Public Relations Strategist**

* Developed business plan for Strategic America’s first digital marketing department that included all processes and procedures for team execution, hired digital team members and oversaw all clients.
* Creation of key marketing operations strategies that fostered ongoing consultation including sales and product management, customer service, and retention programs.
* Responsible for integrating web, creative platform development, eCommerce sites, optimization, programming, SEO, SEM, mobile, and social media.
* Managed cross-functional team of experts, dedicated to the launch and evolution of the product(s)/service(s) including the design and production of all aspects of visual execution.
* Key leader in the development of public relations and media relations strategies for clients. Managed all media relations including spokesperson for Kum & Go for a two year period.
* Managed key accounts including iwireless, Kum & Go, GCommerce, INS, Wesley Life, Foster Group and others.

FLYNN WRIGHT, Des Moines, IA                        2002-2008

**Director/Business Development**

* Accountable for generating new business leads and prospects promoting and selling the agencies products and services.
* Researched prospects and assembled reports for attracting and inviting prospects’ interest.
* Represented agency in community business and civic organizations.
* Developed prospect proposals including RFP’s, develops and facilitates pitch presentations.
* Directed and managed new business department and account teams.

**Supervisor/Public Relations and Advertising Senior Account Executive**

* Responsible for building long-term strategic relationships with key clients and external stakeholder groups.
* Managed public relations department as it grew from two to four employees with billings that nearly doubled in two years’ time.
* Developed and lead the communications strategy and implementation of public relations programs including issues and crisis management, media relations, media outreach, brand awareness and building brand loyalty, launching new products and event planning.
* Managed account teams keeping them motivated to work creatively and strategically.
* Held a leadership role in new business proposal development and presentations.
* Account lead for key client relationships providing marketing, advertising/PR strategy and counsel; Iowa Health of Des Moines, Iowa Health Physicians, Prairie Meadows (PR), Hubbell Realty Co., Association of Business & Industry and Iowa Radiology.

DES MOINES SYMPHONY, Des Moines, IA                    1998-2001

**Director of Marketing/Public Relations**

* Responsible for the development and execution of integrated communication strategies and programs designed to build brand awareness, maintain strong and positive relationships with key constituencies, support business objectives and marketing goals.
* Hands-on leader responsible for establishing the strategic direction and framework for all communications functions including public relations, media relations, advertising, event planning, consumer communications, website content and branding.
* Development and implementation on annual marketing plan and associated advertising strategies.

**EDUCATION**

University of Iowa, Iowa City, IA, Pre-Med, 1976-1980

Drake University, Des Moines, IA, Public Relations, 1982-1984

**PROFESSIONAL AND COMMUNITY SERVICE**

* Greater Des Moines Partnership Workforce Development Board of Directors, 2009-Present.
* Variety – The Children’s Charity Board of Directors, Vice President of Marketing, 2014-Present.
* Iowa Women Lead Change, Steering Committee, 2014-Present.
* Invest in SHE, Steering Committee, 2015-Present.
* Boys & Girls Club of Central Iowa Board of Directors, Vice Chair, R&D Chair, and Marketing Chair,

2010-2015.

* Central Chapter of the American Red Cross, Vice Chair, 2003-2009.
* Greater Des Moines Partnership, Community Development & Affiliate President’s Board of Directors,

2005-2007.

* Greater Des Moines Leadership Institute, Board of Governors, Past Chair, 2002-2007.
* American Heart Association Board of Directors, Past Chair, 2003-2006.
* Judicial Qualifications Commission, State of Iowa, Past Chair, 1987-1993.
* Iowa Arts Council, State of Iowa, 1998-2001.
* PEO, Chapter KT, President, 2004-2005.