

Michael Fisch

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Customer Success Specialist | Digital Marketing Analyst | Frontend Web Developer

Professional Summary:

Customer Success Specialist with 5 years of experience in digital marketing, sales and support positions in technology driven companies both in the US and abroad. Adept in resolving technical challenges and providing creative solutions in fast-paced environments. Key strengths include technical troubleshooting & onboarding with customers from varying technical backgrounds, executing digital marketing campaigns and frontend web development.

Technology Profile:

Software Skills:

- Google SEO
- Facebook Analytics
- Prezi PowerPoint
- WiX Web Tools
- Word Press
- HubSpot
- Salesforce
- Microsoft Office

Coding Skills:

- Atom
- Git | Terminal
- HTML5
- CSS3 | Sass
- JavaScript
- Ruby | Rails
- Heroku
- MongoDB
- Amazon Web Services

Professional Experience:

Sentry Analytics LLC (Needham MA)

IT Manager (Jan '18 – Jan '19)

- Built company website with WiX development tools and designed company logo.
- Responsible for all tasks in graphic design, CRM management, and technical troubleshooting.

Customer Support (Feb '16 – Jan '17)

Blue and White Holdings (Tel Aviv, Israel)

- Provided technical support and troubleshooting for customers using financial trading platforms.
- Used V-lookups and pivot tables with Excel to help increase efficiency of customer support and sales teams.
- Organized compliance documents to expedite new client verification.

Account Manager (Sep '15 — Feb '16)

Central Spot Trading Ltd (Herzliya, Israel)

- Performed inside sales in financial trading platforms and education.
- Responsible for meeting monthly sales quotas, managing customer service of converted accounts including training customers in trading software tools.

Marketing Analyst (Dec '14 – Sept '15)

DCTL Solutions Ltd (Herzliya, Israel)

- Designed live & recorded educational webinars, combining financial education content and platform tutorials.
- Advised marketing and sales department on email campaigns using Microsoft Excel, PowerPoint and Prezi.
- Provided platform troubleshooting for customers.

Inside Sales Representative (Apr '14 — Dec '14)

247 Traffic Ltd (Herzliya , Israel)

- Performed retention sales in financial education, trading platforms and customer support with inside sales accounts.
- Specialized in financial analysis and platform training education.

Programs and Events Manager (Jun '13 — Jan '14)

Newton Needham Chamber of Commerce (Newton, MA)

- Coordinated all major social events, marketing initiatives, social media campaigns and chamber website (Word Press).
- Interfaced with over 500 local businesses, chamber board officials and local government officials.

Marketing and Industry Analyst (Nov '12 – Jun '13)

International Entrepreneurship Center (Newton, MA)

- Performed market research and created specialized reports for IEC clients, outlining target market segmentation, and other valuable go-to-market data.
- Aided in integrating sales and marketing processes and assisted with networking activities to promote IEC.

Foreign Relations & Digital Marketing (Jun '12 – Nov '12)

StarTAU – T.A. University Entrepreneurship Center (Ramat Aviv, Israel)

- Managed social media presence with Facebook, Twitter, LinkedIn, Pinterest, Blogs and main website to generate interest for Israeli entrepreneurship.
- Organized speaking and networking events for international delegations exploring Israeli startups and innovation.

Education:

General Assembly (Boston, MA)

Web Development Immersive Trainee (Mar '18 – Jun '18)

- Learned to develop web applications at the entry level, using languages such as HTML/CSS, JavaScript, jQuery, Ruby, Ember, and SAAS environments like Heroku, AWS, MongoDB and Rails.
- Created 3 full stack applications including a capstone project showcasing the skills in Frontend and Backend development.
 - **Bucket List** – *Express, Mongoose, MongoDB*
 - This application allows users to post bucket list items and view public bucket lists. The frontend framework uses JavaScript and an Express/Mongoose Backend framework using MongoDB as the resource host.
 - **Chris Sale Fan Page** – *JavaScript, jQuery, Ruby/Rails, Heroku*
 - This application allows users to make simple comments with full CRUD actions and displays a custom slideshow with JavaScript. The database framework is built with Ruby/Rails and hosted by Heroku.
 - **Baseball Database** – *JavaScript, Ruby/Rails, Heroku*
 - This single resource application allows users access to full CRUD actions on a single resource. Frontend framework uses HTML/CSS and JavaScript with a Ruby/Rails as the backend framework, and Heroku as the database host.

Bentley University (Waltham, MA)

Bachelors of Science Marketing / Psychology ('12)