

GREG FISCHER

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Digital portfolio: [link](#)

Skills: Brand Development - Design Thinking - Project Management - Press Relations

Results: Launched New Products - Defined Customer Experiences - Increased Adoption

AUG 2017 - SEP 2017

Product Marketing, Approved - San Diego, CA

Mortgage SaaS startup (*Acquired by Credit Karma in Aug 2018*)

- Accelerated new product development through research, prototyping, and testing efforts
- Generated over 40,000 impressions on feature announcements and mortgage updates
- Increased demo requests 300% by introducing new customer acquisition channels

AUG 2016 - AUG 2017

Growth Operations, Fred Real Estate Group - Bend, OR

Residential real estate brokerage (*Principal Broker Feb 2016 - Present*)

- Expanded training and sales programs contributing to 18% increase in transaction volume
- Gained 15,000 new users by producing websites, reports, newsletters, and podcasts
- Created goodwill by presenting insights and discoveries at four major industry conferences
- Eliminated brand dilution by upgrading yard sign designs and digitizing ordering processes

JUL 2013 - FEB 2016

Partnerships and Content, Move, Inc - San Jose, CA

Real estate websites and software (*Acquired Doorsteps in Jul 2013*)

- Lead research and marketing for a corporate innovation team launching new products
- Increased rental listing ads over 500% by recruiting partners for syndication opportunities
- Maximized media coverage from Apple, InStyle, and WaPo during a new software release
- Achieved new feature milestone by negotiating third-party integration without adding costs

JUL 2013 - MAY 2015

Partnerships Lead, Doorsteps - New York, NY

Real estate technology startup (*Multiple product lines*)

- Designed product roadmaps from insights gained during consumer testing experiments
- Contributed over \$250,000 of revenue when analysis validated new business line viability
- Streamlined customer support operations by publishing case studies and knowledge base

APR 2004 - DEC 2013

Avionics Manager, US Navy Fort Worth, TX

Military (*US Navy Reserve Apr 2010 - Dec 2013*)

JUL 2007 - PRESENT

Founder, Fischer Real Estate Fort Worth, TX

Real estate sales and technology (*Consultancy*)

EDUCATION

AUG 2005 - AUG 2010

Bachelor of Science, Embry-Riddle Aeronautical University - Fort Worth, TX

Professional Aeronautics (*Research assistant. Started MBA at TCU before moving to NY*)