

Andrew Fischer

Operations & Data Management · Digital Marketing · E-Commerce · AI Workflows

Glendale, CA · wardenthewriter@gmail.com · 213-569-6990

PROFESSIONAL SUMMARY

I've spent 15+ years across financial operations, CRM platforms, digital marketing, and e-commerce. I pick up new software fast, work well independently, and take data accuracy seriously. I've been hands on with AI and automation tools for a few years now, which has made everything I touch leaner and more reliable.

TECHNICAL SKILLS

Financial: QuickBooks (Desktop & Online), Sage50, Peachtree, Zoho Books, FreshBooks

CRM & Sales: Salesforce, HubSpot, Zoho CRM, Go High Level, Monday.com, Vin Solutions, Pipedrive

E-Commerce & Web: Shopify, WooCommerce, WordPress, Squarespace, BigCommerce, Magento

AI & Automation: ChatGPT, Claude, Microsoft Copilot, Google Gemini, Notion AI, ClickUp AI

Digital Marketing: Google Ads, Meta Business Suite, GA4, SEMrush, Mailchimp, Klaviyo, ActiveCampaign

Productivity & Comms: Microsoft Office Suite, Apple iWork, Google Workspace, Zoom, Slack, Teams

Operating Systems: Windows, macOS / iOS, Android, Linux

PROFESSIONAL EXPERIENCE

Digital Marketing Consultant & Operations Specialist

Self-Employed · 2025 – Present

- Managed digital operations and data workflows for multiple clients across retail, insurance, and hospitality, juggling platforms, timelines, and competing priorities without missing a beat.
- Built and maintained WordPress and Shopify sites, handling everything from product data entry and catalog management to SEO and content updates.
- Put together monthly performance reports for clients using GA4, Salesforce, and QuickBooks: the kind that actually tell you something useful rather than just filling space.
- Set up AI-assisted workflows that cut down on manual data handling, reduced errors, and gave the entire operation a much cleaner run.
- Ran email campaigns through Mailchimp and ActiveCampaign that moved the needle on open rates and customer retention.

Sales Associate & Product Specialist — Best Buy

2024 – 2025

- Handled high-volume transactions accurately in a fast-paced retail environment, the kind of role where getting things wrong has real consequences for real customers.
- Kept product records and inventory data up to date across multiple systems throughout each shift.
- Consistently finished at the top of the department for membership signups, credit approvals, and customer satisfaction, quarter after quarter.

Marketing Manager — First Credit

2017 – 2024

- Kept large financial datasets in QuickBooks and Salesforce clean, current, and audit-ready for seven years straight. Not glamorous work, but the kind that matters.
- Ran reporting for two simultaneous ad campaigns totaling \$50K+, including a 20% improvement in cost-per-acquisition that I'm still proud of.
- Led the data migration when the company transitioned from an AR model to SaaS; messy project that ended with a clean, stable system on the other side.
- Built weekly and monthly reports for leadership that synthesized data from multiple sources into something leadership could actually read and act on.

Internet Sales Manager — Lexus

2014 – 2017

- Ran a pipeline of 200+ active leads in Vin Solutions CRM: consistent follow-up, clean tracking, and a close rate I was genuinely proud of.
- Wrote the training documentation for CRM data entry and lead handling that the team actually used, which in my experience is not always a given.
- Made sure handoffs between sales, finance, and ops were clean and nothing important fell through the cracks along the way.

Store Manager — Boost Mobile

2008 – 2013

- Opened a brand new retail location from scratch, handling everything from POS systems and data setup to hiring, training, and daily operations.
- Handled daily financial reconciliation and produced ownership reports with consistent accuracy across all five years at the company.
- Started as the owner's Executive Assistant, handling admin, scheduling, and data operations, before earning a promotion into store management.

EDUCATION

Sullivan University - Bachelor of Arts, Communications and Marketing · 2013

ADDITIONAL STRENGTHS

I pick up new software fast and work well without close supervision. I communicate clearly with technical and non-technical people alike. I've been using AI tools hands-on for a couple of years and know where they actually help. Reliable transportation, open availability, and ready to start immediately.