



Carlie Fishgold

STRATEGY DIRECTOR

CONTACT

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PROFILE

I help agencies and design studios create the best plans of action for integrated brand and digital marketing experiences. I deliver actionable insights that energize high-performing teams and elicit groundbreaking storytelling opportunities. Stories are systems. Systems frame ideas. Ideas are the best part – I love to make them relevant and real. My background in tech marketing makes me a powerful partner driven by the capacity to have fun helping good people make quality. Let's work together.

STRENGTHS



PROFESSIONAL EXPERIENCE

Contract Strategy and Content Director // 2020 - Present

2LK Agency// PUBLIQ Agency // EMBER Agency // Wild Shore // VSA & more

- Manages cross functional teams; hires and develops talent
- Creates end-to-end brand, content, messaging, and GTM strategies
- Crafts messaging frameworks, positioning, and core narratives
- Designs and writes content systems for brands, campaigns, and events
- Produces, co-writes, and coaches delivery of event keynotes and breakout sessions (over 300 presentations supported from 2022-23)
- Partners with C suite to align event themes and topics with breakout panels, customer stories, and product use cases
- Innovates and executes on the real needs of audiences, always

Strategist, Brand and Content

Article Group// Brooklyn and Rochester NY// 2018 - 2021

Article Group is a creative agency working with Google, AWS, Salesforce, and more. I led all levels of strategic project work, developed workflows, and scaled strategic methods

- Led small teams (5-7) and developed department workflows
- Surfaced creative and business opportunities, led discovery and stakeholder workshoping, market analysis and benchmarking
- Developed differentiated positioning, compelling messaging systems, and captivating narratives to advance brand strategy and sales motions
- Led pitches and created GTM, campaign, and editorial strategies for brand and product marketing for Fortune 100 tech brands

Comms Strategist

Truth Collective // Rochester, NY // 2017-2018

Truth Collective is an emotionally driven creative company specializing in brand strategy and campaigns. I started as a copywriter and grew to lead comms strategy and agency marketing efforts, including social content.

- Established agency comms strategy and liaised with PR partners
- Produced executive thought leadership content for Business Insider and managed journalist interviews for founders
- Developed agency brand and content strategy

EDUCATION

Implicit Bias Training

The National Training Institute on Race & Equity, 2021

Masters of Decorative Arts, Design History & Material Culture

Bard Graduate Center, 2014 - Paused

Bachelor of Arts in Art History, minor in Anthropology

University of Rochester, GPA 3.93

Graduated Cum Laude

Phi Beta Kappa Honor Society, 2009-2012