

ISAAC FISHER

HEINZ COLLEGE MASTER OF ARTS MANAGEMENT

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EDUCATION

Carnegie Mellon University Heinz College of Information Systems, Public Policy, and Management
Master Of Arts Management

Pittsburgh, PA
May 2023

Savannah College of Art and Design

BFA Sequential Art

Summa Cum Laude

Atlanta, GA
November 2020

University of Pittsburgh

BA Anthropology with Honors

BS Natural Sciences

French Studies Minor

Summa Cum Laude

Pittsburgh, PA
April 2012

PROFESSIONAL EXPERIENCE

Carnegie Mellon International Film Festival

Executive Assistant to the Director

Pittsburgh, PA
December 2021-Current

- Assisted the Director in the management of 85 team functions spread across Development, Administration, Marketing, PR, Web Design, Programming, and Creative.
- Organized Fundraising Strategy and raised \$122,000 in sponsorship, resulting in 174% of the target goal of \$70,000
- Negotiated sponsorship and service contracts with multimillion dollar companies Universal Pictures and Duolingo.
- Communicated closely with festival teams to coordinate schedules and meet deadlines for event-planning tasks.
- Provided administrative support to all departments including research, outreach, and execution of special projects.
- Routinely followed up with external stakeholders for execution of proposed agreements and payments.
- Evaluated films and programming proposals to fit with the festival strategy and attract returning and new audiences.

Heinz College of Information Systems, Public Policy, and Management

Masters of Arts Management

Pittsburgh, PA
August 2021-May 2023

- Telling Stories with Data: Prepared Data-Driven Sponsorship Strategies using Tableau, Flourish, and Shorthand
- Multimodal Communication and Research: Wrote two research articles published by AMT-Lab on webcomics, identifying data-driven insights and marketing strategies for content creators.
- Database Management: Created databases in Microsoft Access. Wrote queries using SQL.

Idea Foundry

Executive Assistant + Business Analyst

Pittsburgh, PA
September 2021-October 2022

- Evaluated incoming Business Clients for feasibility of launch in U.S. marketplace.
- Provided Brand Consultation, market research, and original package designs for U.S. Market Consulting Client.
- Created business proposal for Comic Book Educational Programming at Carnegie Library of Pittsburgh

Incubator Productions

Director of a Micro-Publisher

Atlanta, GA/Pittsburgh, PA
2016-Current

- Preferred Comic Book production vendor of Carnegie Library of Pittsburgh with over 10 workshops and 3 summer camps.
- Provided project management, revisions and line edits to 8 client comic book creators for their pilot printed comic launch
- Provided editorial input into printed comic packaging design including covers and interior layouts.
- Identified editorially fitting sponsors and negotiated advertising for *Chion and Kobi* #1.
- Wrote sales copy for product descriptions.
- Negotiated contracts with creators for printing and sales.
- Found and evaluated creators and content based on potential for cultivating long-term quality content.
- Coordinated and Managed Convention Tables at Atlanta Comiccon, HeroesCon, and Raleigh Comic Convention

KEY SKILLS

Adobe Photoshop | Adobe Illustrator | Adobe InDesign | Copywriting | Color Theory | Composition | Web Design | Figma | Print Publishing | Sales | Cover Design | Illustration | Microsoft Office Suite | Zoom | Storyboarding | Project Management | Social Media Management | Blogging | French | Hebrew | Korean | R Studio | Data Analysis | Market Analysis | Financial Analysis | Budgeting | Event Planning | Fundraising | Public Relations | Negotiation | Detail Oriented | Travel

Portfolio

- *Anatomics: Route #2*: https://drive.google.com/file/d/17y4JGCq64HlvcgTvlIv-9ObdpY_oyRWt/view?usp=sharing
- Webtoon Analysis: <https://amt-lab.org/blog/2021/12/webtooniverse-101-analysis-of-the-top-50-webtoons-on-canvas>