

Randy Shawn Fisher

Marketing Writer & Business Consultant



Based in Somerset, NJ, USA

Phone: 1-877-687-2826

Email: randy.fisher@avantage.com

Areas of Focus & Expertise

- **Marketing and Communications**
- **Market Research & Interviewing**
- **Business Writing & Editing**

I am a seasoned Marketing and Communications Specialist with over 20 years of industry experience. I work with CEOs and company leaders to develop, write and revise marketing collateral to effectively educate, inform, and promote their organizations. While I am familiar with many forms of content creation, I specialize in business writing, interviewing, education and customer research experience.

Over the course of my career, I have worked with organizations of various sizes and scope. Many of these include early-stage tech companies, Fortune 100 companies, universities and non-profits. I create content ranging from user stories, case studies and white papers that effectively promote the interests of key stakeholders and persuade customers and influencers.

Outside of work, I am passionate about travel and one of my favourite recent journeys was to Ecuador's Galapagos' Islands where he had a once-in-a-lifetime opportunity to swim with sea lions.

Education & Professional Accreditations

- Bachelor of Arts in Political Science – McGill University
- Post-Graduate Degree in Journalism – University of Kings College
- Masters Degree in Organization Management and Development – Fielding Graduate University
- Certified Advanced Technology Manager
- Diploma in Adult Education & Instructional Design

Featured Services

Business Writing
Business Interviewing and
Market Research
Marketing & Communications
Strategies

Technology Solutions

Data Sentinel
Smartsheet

Companies

GyvLINK
Morgan Stanley
World Intellectual Property
Organization

About avantage

For over 15 years, Avantage has been building a trusted brand, engagement by engagement. We are privileged to serve the organizations we work with, that include some of the most recognized brands in the world.

Our growth strategy is based on providing the specialized skills required to help our leading enterprise clients adopt the modern capabilities required to compete and innovate in a disruptive world. With a results based approach, we combine great people with advanced IP, tools and systems, that positions us a notch above in a highly competitive marketplace.

