

Adam C. Fisher

Photographer, Content Creator, & Graphic Designer

Professional Experience

LA BEARDED LADY

Photographer, Content Creator, & Recipe Developer | September 2014 - Present | Easton, PA

- Self-trained photographer and chef with over 7 years of experience
- Researched, developed and executed over 200 original and inspired recipes
- Conceptualize, style, photograph and edit recipes and product imagery for digital content, personal use, and events
- Gained brand recognition through photography features on brands' social media platforms, including Unicorn Snot, Kate Spade NY, Sweetzels, Paradise Fruit Co., CHEFMADE, Ocean Spray, and Barilla
- Established a consistent brand and voice for La Bearded Lady across digital and social landscapes while building brand awareness through paid social media content
- Instagram content has collectively received over 250,000 impressions in 2020 and 2021

DECK BARN

Vice President of Operations | March 2021 - Present | Branchburg, NJ

- Designed the company brand identity and website and implemented a consistent voice across digital and print platforms
- Design digital and print advertising materials to promote company and brand awareness and develop features in local magazines, including *Bridgewater Lifestyle Magazine*
- Manage social media platforms to advertise brands, materials, promotions, and events
- Increased office efficiency by overhauling the company's filing system, overseeing product shipping/receiving schedules, and managing customer and contractor communication
- Perform accounting services, including but not limited to preparing check requests, bank deposits, expense reports, sales and purchase orders, and invoices weekly

HUNTERDON BREWING COMPANY (HBCO)

Graphic Designer & Print Studio Technician | May 2015 - February 2021 | Whitehouse Station, NJ

- Design advertising, social media, promotional, and point-of-sale (POS) collateral for over 200 national and international craft beer, cider, spirits, and specialty brands
- Manage social media platforms (Facebook, Instagram, and Twitter) by creating and scheduling daily content using Sprout Social to augment brand awareness
- Collaborated with Founders Brewing Company's New Jersey/Delaware Market Manager to redesign a series of POS materials to be distributed and utilized nationally
- Manage the in-house print studio by operating large/small-format printers, perform inventories and supply orders, update and research suppliers/materials, and maintain expense records

Professional Skills

- Adobe Creative Cloud
 - Illustrator
 - Photoshop
 - Lightroom
 - InDesign
 - Acrobat
- Social Media Management
 - Sprout Social
 - Instagram
 - Facebook
 - LinkedIn
 - Twitter
 - Tumblr
- Recipe Development
- Photography (Canon, iPhone, Google Pixel)
- Food & Product Styling
- Photo Retouching
- Google (G) Suite & Microsoft 365
- Print & Digital Design

Education

The College of New Jersey, 2010 - 2014

Bachelor of Fine Arts (BFA)

Major: Graphic Design | Minor: Marketing

Kappa Pi Honorary Art Fraternity



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