# SAM FISKE

Content & Media Operations
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Content and media operator, fifteen years telling stories in whatever form the moment calls for — wire copy, national security coverage, podcasts, video, newsletters, and live events — and building the operations that keep them shipping. Covered sports for the Associated Press and national security for Vice and Military Times before running media operations at Kingscrowd, Technori, and Salesforce; now leading brand, lifecycle, acquisition, and marketing systems work at GigaStar.

**Editorial Strategy · Brand & Product Marketing · Newsletter & Audience Growth · Podcast Production**
**CRM & Lifecycle Marketing · Content Operations · Video Production · Event Operations · Marketing Analytics**

## EXPERIENCE

### GigaStar

Creator-finance platform connecting creators and investors through primary offerings and secondary trading.

Senior Marketing Manager · September 2026 – Present · Remote · Part-time Consultant

- Lead brand, messaging, and website strategy across GigaStar Market and Trading; completed a brand audit, developed investor and creator messaging, and built homepage, Market, and Trading wireframes for a clearer conversion path and unified web experience.
- Build investor lifecycle and CRM infrastructure in HubSpot, including Trading activation drips, contact segmentation and behavioral properties, tracking, and API/data integrations to improve targeting and attribution.
- Reworked paid acquisition for Reg CF offerings after auditing Google Ads and conversion quality; paused ineffective campaigns and shifted future work toward measurable landing pages, evergreen Trading ads, and affiliate acquisition.
- Lead creator recruitment and content/authority initiatives, including webinar campaigns, GNN on beehiiv, and an AEO audit across major AI answer platforms to identify gaps in GigaStar's visibility for creator-finance searches.

### Kingscrowd

Data and analytics platform for private market and startup investing. Joined through Kingscrowd's acquisition of Technori.

Head of Content · March 2022 – August 2026 · Remote

- Consolidated low-engagement newsletters into a single flagship property and migrated the operation to beehiiv; wrote and published 256 issues at a 44.1% all-time open rate, above the 35–40% industry benchmark
- Founded Startup Inbox, a founder-focused newsletter, and grew it from zero to 7,256 subscribers in 13 months, writing every issue
- Launched and produced the Kingscrowd Podcast and revamped Inside Startup Investing, which produced 78% of its lifetime downloads in the most recent 15 months; built the full production workflow — multicam recording and switching, custom backgrounds and thumbnails, chapter chyrons, editing, AI-assisted clip creation, and multi-platform distribution
- Produced a 21-event virtual portfolio driving 3k+ registrations at a 53.3% show-up rate; grew Investment Crowdfunding Week registrations 22% and attendance 12% year over year, migrating from basic webinars to Zoom Events for a multi-day, multi-session format
- Built the company's first content performance reporting — weekly, monthly, and annual — connecting beehiiv, HubSpot, Google Analytics, YouTube, Apple, and Spotify APIs through MCP, Claude Code, and Codex; also automated social post drafting into Buffer
- Designed email nurture automations and audience segmentation across ActiveCampaign, beehiiv, and HubSpot, including a re-engagement and list hygiene program that restored deliverability and stabilized the list at a 44% open rate
- Grew the YouTube channel to roughly 62,000 organic views at a 4.71% search click-through rate; established the social publishing operation across LinkedIn, Meta, and X (979 posts); and ran event and campaign marketing end to end with no dedicated budget

### Technori

Chicago startup media company producing a nationally distributed podcast at WGN Radio, live founder showcases, and sponsored video. Acquired by Kingscrowd in 2022.

Chief of Staff · August 2018 – March 2022 · Chicago, IL

Ran the operating side of Technori Studio — production scheduling, sponsor and partner coordination, guest pipeline, and live event operations across the podcast, Startup Showcase, and private founder dinners.

Executive Producer · March 2017 – December 2023 · Chicago, IL

Executive produced the Technori Podcast at WGN Radio and Technori Studio's video and event content — booking and preparing guests, directing live and studio production, and building sponsor relationships around each show. Catalog totals 438 episodes and 112k+ downloads. Continued at reduced cadence post-acquisition through the show's wind-down.

Producer · June 2016 – March 2017 · Chicago, IL

Managed video and audio production, social media, podcast interviews and live event programming

### Salesforce (The CMO Club)

Salesforce's invitation-only executive community for chief marketing officers.

Media Producer · April 2021 – January 2023 · Hybrid · Freelance

Produced The CMO Club's podcast featuring Fortune 500 marketing leaders, including brand-partner episodes co-produced with companies such as Accenture. Filmed and directed corporate video interviews with members and featured guests at events nationwide, and interviewed executives for written profiles published with commissioned illustrations.

### Dow Jones

*Publisher of The Wall Street Journal.*

Media Producer · January 2020 – November 2022 · Chicago, IL · Freelance

Produced audio for WSJ Originals video and audio content.

### Associated Press

*National wire service.*

Sports Writer · March 2016 – August 2021 · Chicago, IL · Freelance

Reported from professional/collegiate games and events (Chicago Cubs, Chicago White Sox, Northwestern football and men's basketball), gathering quotes and contributing copy to wire stories, including bylined work.

## SELECTED EARLIER WORK

***Chasing Ali*** — Producer (2017). Produced the 12-episode companion podcast to Jonathan Eig's *Ali: A Life*, the acclaimed Muhammad Ali biography that won the 2018 PEN/ESPN Award for Literary Sportswriting and the British Sports Book Award for both Best Biography and Book of the Year.

**Vice News / Military Times / UPI** — National security reporting (2015). Covered the Guantanamo military commissions, the Obama–Hollande joint address following the 2015 Paris attacks, and US operations in Syria and Libya.

## EDUCATION

**Northwestern University, Medill School of Journalism** — MS, Journalism

**Bucknell University** — BA, English and History · NCAA Division I Water Polo