

SAM FISKE

Content & Media Operations

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Content and media operator with fifteen years across newsletters, podcasts, live and virtual events, video, and editorial. Built and ran media operations at Kingscrowd, Technori, and Salesforce's CMO Club — most recently owning the content function solo, from multiple newsletters and podcasts to a multi-day virtual conference and the automation and reporting underneath it. Bylines in AP, Vice, and Military Times.

Editorial Strategy · Newsletter & Audience Growth · Podcast Production · Event Operations
Email & Lifecycle Automation · Content Operations · Video Production · Marketing Analytics

EXPERIENCE

Head of Content · Kingscrowd

March 2022 – August 2026 · Remote

Private market data and analytics platform. Joined through Kingscrowd's acquisition of Technori.

Owned the full content and media function following a restructuring that reduced a five-person content team to one. Expanded scope rather than contracting it.

- 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

Also 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); co-designed Deal Considerations, an investor-facing risk-flag feature that ships on every deal page; and ran event and campaign marketing end to end with no dedicated budget.

Chief of Staff · Technori

August 2018 – March 2022 · Chicago, IL

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

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 · Technori

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 111,799 downloads. Continued at reduced cadence post-acquisition through the show's wind-down.

Producer · Technori

June 2016 – March 2017 · Chicago, IL

Video and audio production, social media, reporting, and interviewing across Technori's podcast and live event programming.

Media Producer · The CMO Club (Salesforce) · Freelance

April 2021 – January 2023 · Hybrid

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

- Produced Clubcast, featuring Fortune 500 marketing leaders and brand-partner episodes co-produced with companies including Accenture
- Filmed and directed corporate video interviews with members and featured guests at events nationwide
- Interviewed executives and wrote profiles published with commissioned illustrations, printed and framed as physical pieces for CMO events

Media Producer · Dow Jones · Freelance

January 2020 – November 2022 · Chicago, IL

Publisher of The Wall Street Journal.

Produced audio for WSJ Originals video and audio content.

Sports Writer · Associated Press · Freelance

March 2016 – August 2021 · Chicago, IL

Reported from games and events, gathering quotes and contributing copy to wire stories, including bylined work.

SELECTED EARLIER WORK

Chasing Ali — Executive 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. Worked from the author's scripts, recorded narration, and produced the series with a production team.

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.

GIE Media / Cannabis Business Times — Contributor (2016–2022). Interviewed industry operators and wrote features for the trade publication's print and digital issues.

Yakkety Yak — Video Editor (2017–2018). Produced corporate video for agency clients: concept development, scripting, filming, and editing.

SKILLS & TOOLS

Editorial & Content Content strategy, editorial operations, newsletter strategy, long-form and data-driven writing, audience development, production pipelines

Audio & Video Podcast production, multicam recording and switching, Premiere Pro, AutoPod, Riverside, post-production, motion graphics and chapter chyrons, AI-assisted clip generation, multi-platform distribution

Growth & Lifecycle Email marketing, communications, nurture automation, audience segmentation, list hygiene and deliverability, sponsorship and partner content, paid recommendations

Events Virtual event production, Zoom Events, multi-day multi-track programming, speaker coaching and preparation, sponsor asset production

Systems & Analytics beehiiv, HubSpot, ActiveCampaign, Buffer, Notion, Mixpanel, WordPress, Zapier, Google Analytics, MCP and Claude Code for API-connected reporting

EDUCATION

Northwestern University, Medill School of Journalism — MS, Journalism

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