



VISUAL PRODUCTION | BRAND
BUILDING | BUSINESS DEVELOPMENT |
OPERATIONS

PERSONAL INFO

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Date of birth: 22 October 1996
Place of birth: Cape Town, South Africa
Gender: Male
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Marital Status: Married
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ETHAN FISHER

PROFESSIONAL PROFILE

Commercially minded business operator with experience building and managing businesses across financial services, digital products and creative industries. Experienced in business development, commercial operations, brand building, visual production, product strategy and stakeholder management. Combines an entrepreneurial mindset with practical execution, an understanding of technology, branding & visuals, client relations and a focus on identifying opportunities for sustainable business growth. Seeking to apply this experience within a premium, luxury brand environment.

CORE COMPETENCIES

- Visual Production & Brand Building
- Operational Leadership & Process Optimisation
- Regulatory Compliance & Management
- Client Relationships & Stakeholder Management
- Digital Marketing Strategy & Tech Implementation

PROFESSIONAL EXPERIENCE

Managing Director of Operations & Product | 2018 – 2026
Zamo (Dexios Finance)

- Directed end-to-end operations for a regulated South African financial services firm, scaling the business from concept through to structured systems.
- Created and implemented regulatory and compliance frameworks, managing complete NCR and FIC obligations, internal risk controls, and comprehensive reporting.
- Orchestrated cross-functional collaboration between software developers, external payment providers, and commercial suppliers to deliver technical product requirements for the business.
- Developed initial marketing strategies tailored to the modern target audience & social media landscape.
- Acted as one of the primary operational liaisons for shareholders, funders, and professional advisers to ensure alignment on corporate strategy and goals.

Product Operations & Management | 2025 - 2026
Vibe Reply (AI Startup)

- Spearheaded the operational, brand, visual development, and launch of a consumer-facing digital application utilising AI services and cloud backend infrastructure.
- Setup and managed the domain, hosting and email services, initiated & managed the payment platform integration for the system.
- Directed product strategy, user experience mapping, brand positioning, monetisation modelling, and led influencer marketing partnerships and relationship management.
- Managed end-to-end technical implementation utilising low-code workflows, worked with developers, translating complex requirements into scalable technical deployments.
- Developed marketing strategies with proven viral results across TikTok and Meta Platform. Effectively ran Meta and TikTok paid ads.

Head of Creative Operations | 2019 - 2023

Riveting Productions

- Established and managed a specialised creative production agency delivering high-end photography, videography, and visual design.
- Directed visual production, from concept to completion, ensuring adherence to brand standards and client objectives.
- Managed project budgets, production timelines, and vendor relationships to consistently deliver premium visual assets.

Videographer and Editor | 2019

Slingshot Media

- Worked on media production projects, acting as videographer and editor for high-quality visual content.

Customer Service Sales Representative | 2018 -2019

Amazon

- Managed high-volume customer inquiries, rapidly resolving complex order fulfillment, billing, and logistical issues in a fast-paced environment while utilising CRM systems.

Director & Co-Founder | 2017

Virtual Good

- Co-founded an online platform, driving the technical infrastructure, overseeing development, visual design implementation, and brand positioning.

Freelance Photographer & Videographer | 2015 - 2017

- Delivered bespoke photography and videography services, managing client relationships, creative briefs, and project delivery.

Basketball Coach | 2015, 2017 – 2018

Wynberg Boys' High School & Norman Henshilwood

- Basketball coach at Wynberg Boys High School as well as Norman Henshilwood High School. Coached male and female teams.

AV/Sound & Lighting Operations | 2015

AV ALLIANCE

- Progressed from intern to operational roles in sound and lighting, ensuring successful audio visual setups for high level events.

EDUCATION

- **Bachelor's in Audio Visual Design** | Inscape Cape Town (2020–2022)
- **BBA in Brand Building and Management** | Vega School Cape Town (2016) One Year
- **National Senior Certificate (Matric)** | Wynberg Boys' High School (2010–2014)

ACHIEVEMENTS

- Vega School Award: Excellence in Brand Building & Management; achieved the highest mark for Economics at the institution (2016).
- Design Winner: Belgotex Design Challenge, Inscape Cape Town (2020).
- Athletic Colours: Karate Black Belt (Kimura Shukokai International, 2016) with Western Province and National colours.
- Basketball Western Province colours (2012).
- Certifications: First Aid Level 1 (Medical Events and Training Services); Habitat for Humanity Certificate for outstanding community service.

TECHNICAL EXPERTISE

- **Creative & Visual:** Adobe Creative Suite, DaVinci Resolve, Generative AI
- **Digital Marketing & Commercial Strategy:** Meta Ads, TikTok Ads execution and strategy, content development, high-level copywriting, market research.
- **Tech Implementation:** Modern low-code development, and navigating complex technological landscapes for effective business integrations.
- **Operational Systems:** Implementing corporate and financial compliance infrastructure and processes, integrating and onboarding suppliers/vendors.
- **Digital Product Management:** Sourcing tech providers, translating compliance requirements into technical dev specs, and managing end-to-end dev implementation.
- **AI Tooling & Platform Development:** Leveraging modern AI platforms for rapid PWA/web development, process optimization, and AI-driven image/video production.
- **Audio Production:** Logic Pro, Adobe Audition.