

Evan Fisher

Purdue HTM graduate with over 4 years of experience in the hospitality industry.

PROFESSIONAL EXPERIENCE

EHB, LLC: Neon Cactus | Jake's Lafayette | The Summer Beach House
West Lafayette, Ind.

Leadership & Hospitality Roles | September 2022 – September 2025

Consulted with a team to plan a calendar of weekly events on a month-by-month basis.

- Used data collected from social media performance and surveys to plan a monthly calendar based on current trends to maximize revenue.

Trained and supported staff in using point-of-sale system.

- Balanced competing demands from staff and upper management, and the capabilities of Toast POS to create a usable interface that could accommodate the wide range of food and drink combinations available.

Created and executed interactive events to drive patron engagement.

- Worked with upper management to add gimmicks to theme nights to increase engagement.
- Planned and conducted events during business hours. This included creating online sign-up forms and brackets, assigning roles to staff, and announcing rules, play-by-plays, and winners for the events.
- Highlights included scooter and tricycle races during Purdue Grand Prix, karaoke and trivia competitions, and billiards tournaments.

IT & System Administration Roles | April 2023 – Sept 2025

Oversaw IT infrastructure and point-of-sale systems, ensuring smooth daily operations and minimizing service disruptions.

- Configured from scratch multiple Toast POS menus, with a focus on limiting button presses for servers while keeping the backend simple for another person to edit.
- Used Unifi and Ubiquiti hardware to streamline network infrastructure and ensure 100% uptime with complete wifi coverage.

Acted as primary contact for facilities maintenance contractors.

- Coordinated and oversaw maintenance appointments to ensure business continuity: Cable TV, HVAC and refrigeration repair, POS system, internet, and telephone.

Found opportunities to cut costs on hardware purchases.

- Solicited quotes from major system integrators, then designed and installed my own network-based TV system, saving 40%. This required learning how to use the command line in Cisco IOS, and learning network protocols like NAT and VLAN management.
- Built multiple computers for less than 30% of the cost of buying prebuilt and less powerful machines from a store.
- Negotiated with Toast POS to acquire replacement terminals and other hardware from Toast, most of which were for out-of-warranty devices that were replaced for free.

CONTACT ME

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Website: www.fisher.gold

Location: Lafayette, IN

EDUCATION

Purdue University

West Lafayette, Ind.

BS Hospitality & Tourism Management

GRADUATED MAY 2024

Studies included hospitality accounting, revenue management, profit & loss, hospitality law in Indiana, facilities maintenance, and quantity food production & safety.

Rowed in Purdue Crew for two years

Whiteland Community HS

West Lafayette, Ind.

Academic Honors

GRADUATED MAY 2019

GPA: 3.94/4.00 (weighted)

SAT: 1390 (EBRW: 710/M: 680)

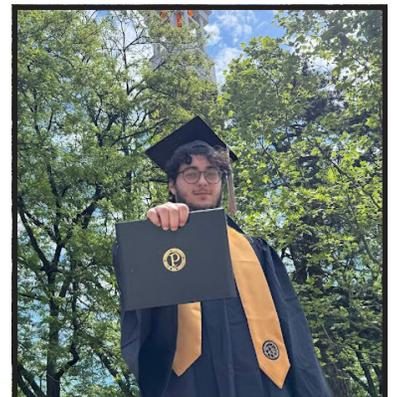
Swam varsity for four years

PROFICIENCIES

- Adobe Photoshop, Illustrator, After Effects, Premiere Pro & InDesign
- Microsoft Word & Excel
- Google Workspace, Sheets, Docs, etc.
- Autodesk Fusion
- 3D Printing
- Javascript and C# programming
- Unifi (network administration)
- Zoho Mail (email administration)
- Squarespace (web development)

CERTIFICATIONS

- Licensed to serve alcohol in Indiana
- ServSafe Certified



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EHB, LLC: Neon Cactus | Jake's Lafayette | The Summer Beach House
West Lafayette, Ind.

Graphic Design & Marketing Roles | April 2023 - September 2025

Designed, produced, marketed, and sold the iconic souvenir Cactus Cups.

- Designed the art for Cups using Adobe Illustrator, drawing inspiration from the businesses' legacies and their star performers to make unique and bold designs.
- Produced the Cups with our partner factory under a budget.
- Used professional tools such as Adobe Photoshop and Adobe After Effects to create advertisements for the Cups.
- Tracked sales to inform subsequent Cup releases. Sales rose by ~55% with each new colorway.

Created event promotions and advertisements.

- Analyzed trends to match advertisement creative style to event themes.
- Used professional tools like Adobe Photoshop and Adobe After Effects to create animated advertisements that were used on social media to promote events. I also used Adobe Premiere Pro to create TV commercials.

Managed the website to promote events and sell merchandise.

- Created websites for Neon Cactus and Jake's Lafayette using Squarespace.
- Sold souvenir Cactus Cups online to people across the country. I personally fulfilled 387 orders in handmade boxes made from reused cardboard.
- Included bonus items in each box to encourage loyalty and word-of-mouth.

Produced print media to assist operations and other promotions.

- Designed all print media with the professional tool Adobe Illustrator.
- Collaborated with upper management and other staff to create the launch menus for Jake's Lafayette.
- Produced gift cards, physical posters, and table tents to advertise events.

Managed in-house digital marketing.

- Placed animated advertisements on TVs at Neon Cactus that were seen by thousands of people every night.

Reviewed all marketing created by third parties to ensure brand cohesion.

- Provided branding assets such as logos and themes to promoters, tour managers, and other third party partners.
- Redesigned incongruous third-party materials to fit my standards for brand image.

White Lodging: Purdue Union Club Hotel
West Lafayette, Ind.

Student Bartender | October 2021 - June 2022

Managed mobile bar operations for weddings, conventions, and special events, ensuring professional and timely service.

- Demonstrated ability to balance work responsibilities with school priorities.

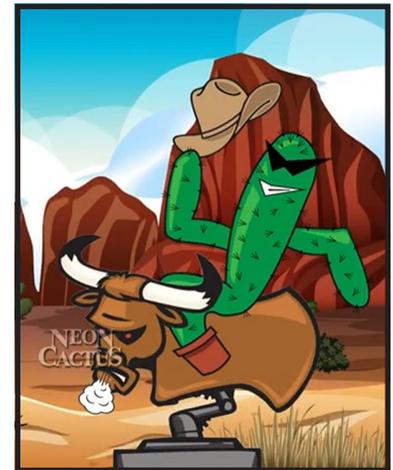
Please visit my website to connect with me and view my portfolio.



Above: My designs for Halloween 2025 Cups.



Above: Custom packaging for mailing souvenir Cups.



Above: A still frame from one of my animated advertisements.



Above: A still frame from one of my TV commercials.