



# KATHARINA KUTSCHER

HOLISTIC MARKETER | PERSONAL BRANDING  
& SOCIAL MEDIA STRATEGIST | CONTENT CREATOR

## WORK EXPERIENCE

### ABOUT ME

I'm a UK born, raised in Thailand, Austrian/German marketer who moved to NYC in August 2024.

My marketing journey began at 16 with a fashion and travel blog, leading to a career in social media and content creation across industries.

Four years ago, I started my own marketing agency, helping brands craft social media strategies, create content, run influencer campaigns, and analyze performance. I've worked across platforms, managing campaigns and content calendars

With a passion for fashion, storytelling, and audience engagement, I combine creativity and data to help brands connect with their communities..

### EDUCATION

#### FH WIEN WKW

- Bachelor of Arts in business
- corporate communication (Marketing + PR)

#### ACADEMY FOR MEDIADESIGN + ADVERTISEMENT

- media design training

### CONTACT

✉ [Kutscher.kathi@gmail.com](mailto:Kutscher.kathi@gmail.com)

#### CEO + FOUNDER

2020 - current

##### Kutscher Marketing Agency

- Social media strategies and management for Pinterest, Instagram, TikTok, YouTube and Facebook
- Articles and blog posts for newspapers like Kronenzeitung
- Content creation for various hotels, fashion brands, and travel brands and reviews for:
  - Hilton, LeBurger, Nivea, Lavera, Thomas Sabo, Tetesept, Salamander, and many more
- Influencer Marketing Strategies and management for various brands
- Integration of sales funnels for e-commerce and employer branding
- Graphic design/logo design for clients

#### MARKETING & PR CONSULTANT

2019-2021

##### Milestones in Communication

- Social media workshops, social media management, content creation, and events on TikTok, Instagram, and Facebook and more for various clients:
  - Leasing Verband Austria, Natur im Garten, Hypo Bank Salzburg, Maresi and more

#### SOCIAL MEDIA STRATEGIST & CREATIVE

2018-2019

##### TrueYou Group

- Social media management and management of the content creation team for the shopping center, Millenium City in Vienna
- Content creation for Millenium City

#### SALES AND MARKETING SPECIALIST

2016-2018

##### Fleurop Interflora, Vienna

- Organize radio and TV spots
- Social media management + overall marketing strategy
- Sales for business clients (hotels, airports, etc.) B2b