

KATE BLAISING

Austin, TX | kablaising@gmail.com

Creative Strategist | Marketing, Brand & Business Development

PROFESSIONAL SUMMARY

Creative strategist with 10+ years of experience bringing ideas to life across marketing, entertainment, technology, and production. My work has always lived somewhere between the creative and operational sides of a business — developing brands, building communities, producing experiences, and creating the systems that make it all work.

Most recently, I've been exploring how AI can change the way creative businesses operate, designing connected tools and workflows that make information easier to access, projects easier to manage, and teams more effective. I'm drawn to opportunities where creativity, technology, and problem-solving come together.

CORE COMPETENCIES

Creative & Marketing	Strategy & Operations
Creative Strategy & Brand Development	Business Strategy & Planning
Marketing & Social Media Strategy	AI Workflow Design & Automation
Content Strategy & Production	Project & Creative Operations Management
Experiential Marketing & Events	Business Systems Development
Partnerships & Community Building	Cross-Functional Leadership

SELECTED PROJECTS & INITIATIVES

AI Business Systems & Workflow Automation | Originator Studios

Designed and built an AI-powered business operating system for a small creative production company. Developed interconnected knowledge bases, specialized AI workspaces, and automated workflows to organize company information, support strategic planning, and simplify everyday operations. Combined creative problem-solving with emerging technology to develop practical tools tailored to the team's needs.

Brand Strategy & Marketing Development | Originator Studios

Helped lead Originator's brand evolution, connecting social media strategy, original content, community programming, and business development into a more cohesive marketing approach. Collaborated with external consultants and creative partners on a company-wide rebrand, new website, and strategic business plan while establishing systems to track marketing performance and inform future campaigns.

Experiential Marketing & Partnership Development | 3D Robotics, DJI & Originator Studios

Built and managed creative marketing initiatives ranging from international industry events to community-driven programming. Developed a brand ambassador program securing 40+ partnerships, managed major brand activations, and produced events that strengthened audience engagement, community relationships, and brand visibility.

PROFESSIONAL EXPERIENCE

ORIGINATOR STUDIOS | Austin, TX

May 2021 – Present

Marketing & Creative Operations Lead

- Lead marketing strategy, brand development, social media, and creative initiatives for an independent production studio, connecting original content, community engagement, and business goals.
- Identified gaps in Originator's brand positioning and marketing strategy, bringing in an external consultant to help lead a comprehensive business assessment, refine the company's creative identity, and establish a clearer direction for growth.
- Develop and execute social media strategies across the studio's production work and original comedy projects, using performance insights to shape content and grow audience engagement.
- Created and produced community programming, including live comedy shows, creative events, and charitable initiatives that strengthen local partnerships and expand the studio's visibility.
- Manage studio operations, client relationships, production scheduling, and project coordination while identifying opportunities to improve internal processes.
- Designed and built AI-powered business tools and workflow automations to support strategic planning, project management, marketing, and everyday operations.

FIRESHOW MEDIA

February 2021 – December 2021

Contract Content & Growth Strategist

- Developed and managed content strategies for Fireshow and client brands across YouTube, LinkedIn, Instagram, and TikTok.
- Built digital outreach and lead-generation campaigns through social media, targeted emails, and event invitations to connect businesses with prospective clients.
- Contributed to marketing campaigns that generated **1,200+ leads and \$50,000 in revenue within five weeks**, and developed a content strategy that attracted **90+ organic webinar registrations in three weeks**.

PROJECT ATX6

June 2017 – March 2020

Production & Tour Manager | Documentary Production

- Coordinated international production and tour logistics for an 18-member musical ensemble across 10 cities in Europe, Asia, and North America, supporting documentary filming, photography, and live performances.
- Developed social media campaigns that **grew Instagram following by 300%**, expanding the project's audience and visibility.

- Secured **\$10,000+ annually in sponsorships and donations**, supporting the production of nine documentary episodes.
- Co-produced and provided camera assistance for documentary work later distributed on PBS.

MOOD MEDIA

January – June 2017

Contract Project Manager | Operations & Distribution

- Managed retail media installations for major clients, including Microsoft and H&M, coordinating equipment, vendors, scheduling, and billing across **200+ installations**.

3D ROBOTICS

February 2014 – May 2016

Project Manager | Marketing, Partnerships & Events

- Designed and launched a brand ambassador program from the ground up, establishing **40+ partnerships** with aerial photography, technology, and humanitarian organizations.
- Led planning and execution of eight major industry events, including a **\$300,000 activation at NAB Show** that earned the company the Best Booth Award.
- Managed sponsorships, brand partnerships, and experiential marketing campaigns, including a collaboration with Heineken during Miami Art Week.

DJI INNOVATIONS

February 2013 – January 2014

Project Manager | Marketing, Sponsorships & Events

- Coordinated promotional video productions, sponsorship campaigns, and major industry events, including NAB and AUVSI.
- Improved North American sponsorship processes and supported international marketing initiatives, coordinating partners, logistics, and brand activations.

EDUCATION

Texas State University

BS, Digital Media Innovation

AWARDS & RECOGNITION

- Austin Chronicle nominee, Best Music Video (2022)
- Best Booth Award, NAB Show — 3D Robotics activation
- Documentary work distributed on PBS — Project ATX6