



KATHARINA KUTSCHER

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

WORK EXPERIENCE

ABOUT ME

My fascination with marketing and content creation began when I started my fashion and travel blog at the age of 16. Since then, I've worked in marketing in a variety of industries, creating content and acquiring many new skills in the online space, especially for social media.

I finally started my own marketing agency 3 years ago, where I help clients implement social media strategies, create content for all platforms, build and integrate sales funnels on websites and for ads on Meta, and plan and organize various influencer marketing campaigns for clients.

CONTACT

✉ Kutscher.kathi@gmail.com

☎ +1 929 472-4447

EDUCATION

FH WIEN WKW

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

ACADEMY FOR MEDIADESIGN + ADVERTISEMENT

- media design training

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



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ABOUT ME

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

My Marketing journey began at 16 with my fashion and travel blog and grew into a career across diverse industries in social media and content creation.

Four years ago, I started my own marketing agency, helping brands develop social media strategies, create engaging content, run influencer campaigns, and analyze performance to drive growth.

I love connecting brands with their audience and staying ahead of trends to create meaningful impact online.



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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..

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KATHARINA KUTSCHER

Marketing leader with 10 years of experience in digital marketing, branding, influencer marketing, and graphic design.

Experienced in leading teams to create strategies that drive engagement, growth, and visibility across B2B and B2C audiences. Passionate about building meaningful brand experiences that deliver measurable results.

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SKILLS

Content Marketing

- Copywriting, Social Media Marketing, Videography, Photography, Video editing

Paid Social

- Meta Ads Manager, Ad Copywriting, Content creation for Ads, Data Analysis
- Google Ads + Analytics

Branding

- Visual identity, Personal Branding,
- Launching & Rebranding Strategies

Influencer Marketing

- Influencer and UGC Campaign Strategy
- Product Launches and driving Sales

Graphic Design

- Illustrator, Indesign, Photoshop and Canva
- Video editing CapCut

EDUCATION

- **BA IN CORPORATE COMMUNICATIONS**
FHWien of WKW
- **ACADEMY FOR MEDIADESIGN AND ADVERTISEMENT**
BFI Wels

WORK EXPERIENCE

MARKETING MANAGER

April 2025- present

LUMA Hotel Times Square

- Increased instagram profile visits by 60% in the first month
- Contributed to the hotel being named TripAdvisor Best of the Best (#1 NYC, #5 US) and secured features in Travel & Leisure, New York Post, and Time Out.
- Led the rollout of a brand aligned style guide, a social media calendar and produced high performing content for ad creatives and organic content

FOUNDER & CMO

2020 - 2024

KUTSCHER MARKETING

AGENCY

- WORKED WITH OVER 25 CLIENTS INCLUDING HILTON, NIVEA, AND COCACOLA
- GENERATED OVER 10 MILLION ORGANIC SOCIAL IMPRESSIONS FOR BRANDS

MARKETING & PR CONSULTANT

2019-2021

- CAMPAIGNS LED TO ORGANIC ACQUISITION OF OVER 100,000+ FOLLOWERS

Milestones in Communication

- Developed digital marketing strategies for B2B and B2C clients
- Organized social media workshops for leading financial institutions
- Managed PR campaigns landing press in Austria's biggest publications

DIGITAL CONTENT MANAGER

2018-2019

TrueYou Group

- Social media management for Millenium City shopping center in Vienna
- Managed a team of 9 creators, photographers, and videographers
- Grew the social following by 250% in 6 months

SALES & MARKETING ASSISTANT

2016-2018

Fleurop Interflora

- Organized and negotiated radio and TV ad spend
- Assisted in developing an overall digital marketing strategy
- Managed social media accounts

GRAPHIC DESIGNER

2014-2016

E-tec Electronic

- Designed print advertisements for mail campaigns
- Designed graphics for social media advertising
- Assisted in telemarketing campaigns



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SKILLS

Social Media Leadership:

- Strategy development, community building, team management, audience growth (Instagram, TikTok, YouTube, Pinterest)

Performance & Analytics:

- Paid social (Meta Ads Manager), data analysis, campaign optimization

Branding & Growth:

- Product launches, rebranding strategies, brand storytelling, influencer & UGC campaign strategy

Content & Creative:

- Copywriting, content calendars, campaign briefs, visual identity, video & photo production, creative direction

Technical & Design:

- Illustrator, InDesign, Photoshop, Canva, CapCut, graphic design, video editing

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KATHARINA KUTSCHER

SOCIAL MEDIA & DIGITAL MARKETING MANAGER

NYC-based digital marketing professional with 10+ years of experience managing social media, email newsletters, and content strategy for global brands and cultural organizations.

Fluent in Meta, TikTok, and LinkedIn, various Newsletter tools, and content creation and distribution, with a background in arts, hospitality, and luxury brand marketing, native German speaker with English-language proficiency.

WORK EXPERIENCE

CEO & CREATIVE STRATEGIST

2026

Kutscher Creative LLC

- Boutique creative studio specializing in content production and digital marketing, and PR strategy for elevated brands across luxury, lifestyle and arts & culture.

MARKETING MANAGER

2025-2026

LUMA Hotel Times Square

- Grew Instagram profile visits by 60% within the first month through a targeted content and engagement strategy
- Contributed to the hotel being named TripAdvisor Best of the Best Hotel #1 in NYC and #5 in the US
- Built and launched a brand-aligned style guide, editorial calendar, and ad creative system from scratch, and sent out monthly Mailchimp newsletters
- Produce organic content and paid ad creatives across Instagram and Facebook; manage Meta Business suite end-to-end

FOUNDER & CMO

2020 - 2024

Kutscher Marketing Agency

- Led social media, content, and newsletter strategy for 25+ clients including Hilton, Nivea, and Coca-Cola
- Generated 10M+ organic impressions and drove acquisition of 100,000+ new followers across client accounts
- Managed full-funnel campaigns: editorial planning, Mailchimp newsletters, event listings and organization, and paid social
- Recruited and directed a creative team of 9 photographers, videographers, and copy editors

MARKETING & PR CONSULTANT

2019 - 2021

Milestones in Communication

- Developed digital marketing and social media strategies for B2B and B2C clients across Austria
- Led PR campaigns with placements in Austria's top national publications
- Delivered social media workshops for leading financial institutions, translating complex strategies for non-digital teams

DIGITAL CONTENT MANAGER

2018 - 2019

TrueYou Group

- Managed social media presence for Millennium City Vienna (major urban retail/arts destination)
- Grew social following by 250% in 6 months through platform-native content strategies
- Oversaw community management: responding to comments, messages, and event inquiries across platform



KATHARINA KUTSCHER

Creative storyteller with a background in digital marketing, photography, and content production. Experienced in building visual concepts from idea to execution — from planning and organizing shoots to editing and publishing content across platforms.

I enjoy combining creativity with structure, keeping projects organized while leaving space for experimentation.

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FOUNDER & CMO

2020 - 2024

Kutscher Marketing Agency

- Planned and directed content projects for clients including Hilton, Nivea, and Coca-Cola as a Content Creator
- Generated over 10 million organic social impressions for 25+ brands
- Campaigns led to organic acquisition of over 100,000+ followers

MARKETING & PR CONSULTANT

2019-2021

Milestones in Communication

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KATHARINA KUTSCHER

MODEL - CONTENT CREATOR - MARKETING

NYC-based model, brand ambassador, and content creator with roots across Austria, Thailand, and England. I've represented brands like Tiffany & Co, Nivea, Hilton, and Coca-Cola, and hosted events including a Champions League activation. Polished, personable, and fluent in what makes a brand look good, both in front of the camera and in the room.

WORK EXPERIENCE

COCA COLA June 2024

- Launch event of Jack and Coke Austria
- HipHop Concert for Jack and Coke Austria

TIFFANY AND CO Dec 2023

- Brand ambassador, in-store activations and customer experience

CHAMPIONS LEAGUE FINAL FC LIVERPOOL May 2022

- Event hostess; engaged with guests, presented tombola prizes, and represented the brand on the floor."

DIGITAL MARKETING STRATEGIST 2020 - 2024

Kutscher Marketing Agency

- Worked with over 25 clients including Hilton, Nivea, and CocaCola
- Generated over 10 million organic social impressions for brands
- Campaigns led to organic acquisition of over 100,000+ followers

DIGITAL CONTENT MANAGER 2018-2019

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KATHARINA KUTSCHER
SOCIAL MEDIA & DIGITAL MARKETING MANAGER

COVER LETTER

Dear Hiring Team,

I came across this role and wanted to reach out as it's a genuinely good match, and I'll explain why:

I'm half Austrian, half German, and lived in Vienna before moving to New York about a year and a half ago. I hold a green card, so no sponsorship is needed.

On the experience side: I ran a remote marketing agency for four years, managing social media, content creation, newsletters, SEO, paid ads on meta and google ads, and event marketing for clients like Hilton, Nivea, and Coca-Cola.

I know Mailchimp, Eventbrite, Meta Business, and the platforms you listed inside and out. More recently I've been doing freelance social media management in NYC at LUMA Hotel, where I worked full-time prior for 8 months. I grew their Instagram profile visits by 60% in the first month. Another client is the Salzburger Festival Society Members' Club in NYC.

I haven't worked in film before, but I've stepped into new industries several times and always found my footing quickly. I'm easy to work with, I don't need a lot of oversight, and I take the work seriously.

Looking forward to hearing from you!

Katharina Kutscher



KATHARINA KUTSCHER

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

COVER LETTER

Dear Hiring Manager,

I'm excited to apply for the Communications Associate role at the Associated Press. As a strong storyteller with experience in digital communication, I love crafting content that connects people and keeps them informed.

With a background in social media, content creation, and internal communications, I know how to turn company news into engaging stories—whether through writing, video, or visual content. I'm highly organized, detail-oriented, and thrive in fast-paced environments where collaboration is key. From managing internal platforms to producing creative content, I enjoy keeping teams connected and engaged.

What excites me most about this role is AP's global reach and commitment to factual storytelling. I'd love the opportunity to bring my creativity, technical skills, and strategic mindset to your team.

I'm eager to discuss how I can contribute—looking forward to connecting!

Best,
Katharina Kutscher



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COVER LETTER

I've always admired Dolce Vita's ability to set trends and stand out in the fashion industry. With over 10 years of experience in marketing and content creation, including four years running my own agency, I'm excited about the opportunity to bring my skills to your team as a Senior Social Media Strategist.

My marketing journey began at 16 when I launched a fashion and travel blog, sparking my passion for connecting with audiences. Since then, I've worked across various industries, creating and managing social media strategies, overseeing content for platforms like Instagram and TikTok, and running influencer campaigns. Leading small remote teams in my agency taught me how to manage projects from start to finish, optimize performance through data, and deliver impactful results.

What draws me to this role is the chance to build creative, engaging campaigns that reflect Dolce Vita's unique voice while driving growth and community engagement. I'm confident my experience in content planning, campaign management, and collaboration with creative teams aligns well with your needs. My love for fashion, understanding of trends, and ability to blend creativity with data-driven strategies make me a great fit for this role.

I would love to discuss how I can contribute to Dolce Vita's success and bring fresh, innovative ideas to your social media strategy.

Best regards,

Katharina Kutscher



KATHARINA KUTSCHER

SOCIAL MEDIA SPEZIALISTIN + CONTENT CREATORIN

ÜBER MICH

Meine Faszination für Marketing und Content Creation begann, als ich mit 16 Jahren meinen Mode- und Reiseblog startete. Seitdem habe ich in den verschiedensten Branchen im Marketing gearbeitet, Content erstellt und mir viele neue Skills im Online Bereich, besonders für Social Media angeeignet.

Vor 3 Jahren habe ich schließlich meine eigene Marketing-Agentur gegründet, in der ich Kunden bei der Umsetzung von Social-Media-Strategien helfe, Inhalte für alle Plattformen erstelle, Sales Funnel auf Websites und für Anzeigen auf Meta aufbaue und integriere und verschiedene Influencer-Marketing-Kampagnen für Kunden plane und organisiere.

KONTAKT

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AUSBILDUNG

FH WIEN WKW

- Kommunikationswirtschaft (Marketing + PR)

AKADEMIE FÜR MEDIENDESIGN & WERBUNG

2012-2014

- Graphik Design + Online Marketing

BERUFSERFAHRUNG

KUTSCHER MARKETING AGENTUR 2020 - aktuell

- Social Media Strategien und Management für Pinterest, Instagram, TikTok, YouTube und Facebook
- Artikel und Blogbeiträge für Zeitungen wie die Kronenzeitung
- Erstellung von Inhalten für verschiedene Hotels, Modemarken und Reisemarken sowie Rezensionen für:
 - Hilton, LeBurger, Nivea, Lavera, Thomas Sabo, Tetesept, Salamander, und viele mehr
- Influencer-Marketing-Strategien und -Management für verschiedene Marken
- Integration von Salesfunneln für E-Commerce + Employer Branding
- Grafikdesign und Logoerstellung für Kunden

MARKETING + PR CONSULTANT 2019-2021

Milestones in Communication

- Social-Media-Workshops, Social-Media-Management für TikTok, Instagram + Facebook und Content-Erstellung für TikTok, Instagram und Facebook sowie Eventbegleitung auf Social Media und mehr für diverse Kunden:
 - Leasing Verband Austria, Natur im Garten, Hypo Bank Salzburg, Maresi und mehr

SOCIAL MEDIA STRATEGIST & CREATIVE 2018-2019

TrueYou Group

- Social Media Management und Leitung des Content Creation Teams für das Einkaufszentrum Millenium City in Wien
- Content-Erstellung für Millenium City

MARKETING + SALES 2016-2018

Fleurop Interflora, Vienna

- Organisation von Radio- und TV-Spots
- Management und Strategieausarbeitung für Social Media und andere Marketingaktivitäten
- B2B Vertrieb (Hotels, Flughäfen, etc.)