

Kate Blaising

MARKETING / BRAND / CREATIVE OPERATIONS

Austin, TX
kablaising@gmail.com

BRAND & CONTENT

- Creative strategy
- Brand development
- Content strategy
- Social media
- Content production

EXPERIENCES

- Experiential marketing
- Partnerships
- Community programming
- Production coordination

SYSTEMS & OPERATIONS

- Project coordination
- Business systems
- AI workflow design
- Automation

EDUCATION

Texas State University

BS, Digital Media
Innovation

RECOGNITION

Austin Chronicle nominee
Best Music Video (2022)

SELECTED CREDITS

Documentary work
distributed on PBS

Best Booth Award
NAB Show · 3D Robotics

TOOLS

Adobe Creative Cloud
monday.com / Asana
GitHub / Webflow
Claude / ChatGPT / Codex

PROFILE

10+ years bringing brands, content, partnerships, and production together across entertainment and technology.

PROFESSIONAL EXPERIENCE

Originator Studios

May 2021 – Present

Marketing & Creative Operations Lead

- Engaged a brand consultant; designed the Brand Playbook, Guidelines, and Capabilities Deck; managed the website relaunch through its October 2026 launch.
- Built owned Instagram Reels from zero in January-August to eight in September 2026; led strategy, publishing, and reporting with creative partner Seamless Loop.
- Designed and governed AI-assisted knowledge and proposal workflows; reviewed outputs and set rules to catch pricing and scope errors.

Fireshow Media

February 2021 – December 2021

Contract Content & Growth Strategist

- Developed content across YouTube, LinkedIn, Instagram, and TikTok; contributed to outreach campaigns generating 1,200+ leads and \$50,000 in revenue within five weeks.
- Created a content strategy attracting 90+ organic webinar registrations in three weeks.

Project ATX6

June 2017 – March 2020

Production & Tour Manager

- Coordinated an 18-member ensemble across 10 cities in Europe, Asia, and North America for filming and live performances.
- Grew Instagram following by 300%; secured \$10,000+ annually in sponsorships and donations supporting nine documentary episodes.
- Co-produced and provided camera assistance on work later distributed on PBS.

Mood Media

January – June 2017

Contract Project Manager

- Coordinated vendors, equipment, scheduling, and billing for 200+ retail media installations, including Microsoft and H&M.

3D Robotics

February 2014 – May 2016

Project Manager · Marketing, Partnerships & Events

- Launched a brand ambassador program with 40+ partnerships; executed eight major industry events, including a \$300,000 NAB Show activation that earned the company the Best Booth Award.
- Managed sponsorships and experiential campaigns, including Heineken at Miami Art Week.

DJI Innovations

February 2013 – January 2014

Project Manager · Marketing, Sponsorships & Events

- Coordinated promotional videos, sponsorships, and events including NAB and AUVSI; improved North American sponsorship processes.