KATE FISCHER

Creative Marketing Leader | Brand & Strategy Leader | Problem Solver

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PROFESSIONAL SUMMARY

Creative marketing leader with a strong design foundation and a proven ability to own and evolve marketing functions with autonomy and intention. Known for blending strategy with creativity while bringing structure, organization, and follow-through to complex initiatives from concept through completion. A people-first leader and active listener who thrives in trust-based, collaborative environments.

CORE CAPABILITIES

Creative Marketing Leadership • Brand Strategy & Storytelling • Marketing Strategy & Planning • End-to-End Project Ownership & Execution • Sales Enablement & Cross-Functional Collaboration • Product Launch Marketing • Tradeshow & Event Strategy • Vendor & Budget Ownership • Marketing Operations & CRM (HubSpot) • Creative Direction • Photography & Video Direction

PROFESSIONAL EXPERIENCE

Senior Marketing Specialist | Marketing Lead

ASTEC/CWMF Corporation — Waite Park, MN | 2023 – Present

Marketing lead for a national manufacturer, owning strategy, brand direction, creative execution, sales enablement, and vendor partnerships.

- Lead annual marketing planning aligned with business and sales priorities.
- Create and direct marketing assets across digital, print, tradeshows, sales enablement, and recruitment.
- Bring structure and organization to creative initiatives, managing timelines and priorities to ensure completion. • Partner closely with sales leadership on messaging, customer communication, and post-sale initiatives. • Lead website direction, CRM workflows (HubSpot), analytics review, and vendor management.
- Own World of Asphalt strategy end-to-end, including budgeting, booth design direction, logistics, and geofencing executed through vendors.
- Manage marketing budget and approve vendor contracts.

Founder & Creative Director

Little Fisch Design Studio — Self-Employed | 2007 – Present

- Lead brand identity, packaging, and marketing design using Adobe Creative Suite.
- Manage pre-press, production workflows, vendors, and quality control.
- Own projects from ideation through final delivery across multiple concurrent initiatives.
- Author and illustrator of three self-published children's books, including an Amazon New Release Best-Seller; led creative development, launches, public speaking, and fundraising through original artwork.

Additional Experience

Creative Services Specialist — *Rotochopper, Inc. | 2022 – 2023*

Supported in-house marketing and creative efforts for a globally distributed industrial equipment manufacturer.

Executive Brand Manager & Board Member — *The INDY Foundation | 2017 – 2019*

Led brand and marketing strategy; chaired and launched the Bowties & Arrows Gala, generating nearly $100,000 in net profit in its inaugural year.

Head of Pre-Press & Design — *D.J.V. Label & Packaging | 2011 – 2014*

Led design and pre-press operations ensuring production-ready execution and on-time delivery.

HOW I WORK

Use creativity as a leadership tool to bring clarity and momentum to complex work. Take full ownership from idea through delivery, prioritizing follow-through, quality, and collaboration.