

KATHERINE FISCHER

katherinef.writes@gmail.com

katherinefwrites.com

[LinkedIn](#)

+61421731790

STUFF I'M GOOD AT

Brand voice

Brand naming

Creative storytelling

Copywriting

Brand strategy

Brand messaging

Scriptwriting

CVP & EVP development

Content writing

UX writing

Team leadership

Public speaking

EDUCATION

2016–2017

Portfolio Program

Miami Ad School

2008–2011

Bachelor of International and Global Studies

The University of Sydney

(unfinished)

I am a creative and strategic Verbal Design Director (or Copy Director, call it what you will), with nearly a decade of experience crafting distinctive brand voices, leading writing teams, and delivering award-winning work for brands.

D&AD, AGDA, and Good Design Awards among others have recognised what I do for excellence in writing, and I've sat on on the jury in London at D&AD and AGDA here in Australia.

In my work, I believe that meaning is built first and foremost with the words you use. And that's what makes it meaningful to me.

WORK EXPERIENCE

2022 - present

Re Design (M&C Saatchi Group)

VERBAL DESIGN DIRECTOR

As part of the leadership team, I have pushed for language to be treated as more than a finishing touch—something that shapes the idea, not just describes it. My experience spans both cultural and commercial work.

- Have seen Re recognised at D&AD for writing now in consecutive years, the first writing accolades Re has received at this level.
- Led the copy team across Re Australia, managing my team's work and professional development.
- Translated complex or unconventional briefs into award-winning work (recently: Spott parking and Rewrite pens packaging copy).
- Personally developed and delivered a bespoke and scaleable training module that helps brand teams to write with AI.
- Clients include: **Sydney Gay and Lesbian Mardi Gras, New Zealand Rugby, Tourism Australia, Wilson Parking**, (a shockingly creative output for a carpark app), **ROLUS** (D2C beverage in the US), **Woolworths, Commonwealth Bank, Optus, The Department of the Treasury, Youi, The University of New South Wales, and Alternaleaf** (medical cannabis).

KATHERINE FISCHER

SELECT AWARDS (WRITING-FOCUSED AND DESIGN-FOR-GOOD ACCOLADES)

D&AD

- Graphite Pencil – Naming, NextSense 2022
- Shortlist – Brand Voice, MYOB 2025
- Shortlist – Storytelling, Rewrite Stationery 2024

AGDA

- Finalist: Design for Good | Not For Profit | NextSense 2022
- Finalist: Design for Good | Health and Wellness | #Chuck-A-Stickie 2022

TRANSFORM ANZ

- Silver: Best use of copy style or tone of voice | Sydney Fish Market 2023
- Bronze: Best use of copy style or tone of voice | Westpac 2020

GOOD DESIGN AWARDS

- Winner | Communication Branding and Identity | NextSense 2022
- Winner | Communication Branding and Identity | The Prince Akatoki 2021

WORK EXPERIENCE (CONTINUED)

Interbrand Australia (RIP) SENIOR COPYWRITER

2017 – 2022

Started as a junior and wrote my way up the ranks.

- Won a D&AD graphite pencil for the work renaming The Royal Institute for Deaf and Blind Children.
- Worked independently, with multiple stretches being the only writer on the team. It taught me how to advocate for ingraining a writer into the brand-building process.
- Developed and ran writing workshops with the global team.
- Mastered all the brand basics; brand voice, naming, brand idea and narrative, CVPs, EVPs, internal and external brand engagement, scriptwriting, messages matrices, developed and ran brand training workshops, and developed my own approach to frameworks when dealing with organisations with complex communication needs.
- Clients include: **The Prince Akatoki**, **The Great Barrier Reef Foundation**, **Sydney Fish Market**, **NextSense** (formally The Royal Institute for Deaf and Blind Children), **Cheer Cheese** (formally racist, yup that was my doing), **Telstra**, **Coles**, and **Westpac**.

INDUSTRY ENGAGEMENT AND MENTORING

D&AD Jury Writing for Design	2023
AGDA Jury Design Crafts	2024
AWARD School Tutor	2025
D&AD SHIFT Mentor	2023

I've also advocated for copy in the world of brand within the industry, including writing for The Subtext; speaking about algorithmic influence and truth in the age of AI; and ongoing engagements with AGDA (The Australian Graphic Design Association) running nationally available, copy-based workshops.

I also spoke at AGDA Annual in March 2026 on the topic of writing with AI.