



KATIE KEISER

Marketing

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Growing Up in an Architecture Firm: Get to Know Katie Keiser

Katie Keiser wasn’t yet born when her father, [Dan](#), launched his dream into motion and opened Keiser Design Group, an architecture firm of his own.

She recalls the early days of the startup, which transpired in their home as her father worked simultaneously as a teacher. The business soon hired its first employee and opened its own office space. One hire and one change at a time, Keiser watched the company grow.

Simultaneously, she was growing into a competent marketer, and now, she serves on the [KDG team](#) as its social media manager.

Marveling at the Process

When we say Keiser grew up with the company, we quite literally mean that.

“My childhood was filled with memories of going into the office on the weekends with my dad to organize files and clean up, playing with the other kids of KDG employees at holiday parties, and driving past the homes designed by my dad and marveling at the process,” said Keiser.

As Keiser reached high school, she took on a role creating social media posts for KDG to expand its market reach and keep with the times. This experience helped Keiser find her niche in marketing — engaging her creative side within the business realm.

After visiting several of her friends at [Indiana Wesleyan University](#), she knew it was the college for her. As she made new friends and completed her studies, she continued to manage the architecture firm’s [social media accounts](#) remotely throughout college.

In 2022, she graduated and began working full-time in paid advertising for small businesses.

Her years of experience with KDG proved valuable, as she began working with all types of companies, from architecture firms to mechanics, roofers, and more. She continues to invest in KDG part-time, applying the marketing best practices she has learned to photographing new projects, managing social media accounts, tracking analytics, merchandising, and overseeing the company’s brand.

“The coolest part is being able to see the steps that are taken from drawings to completion and people utilizing those spaces after the fact,” said Keiser. “Not many people are aware of how involved the whole process is.”

Cherishing the People

Beyond the process itself, Keiser enjoys the people who make the process possible.

Keiser has remained connected with KDG employees who have watched her grow up through the years. She has enjoyed the tight-knit atmosphere that naturally comes with being a smaller business, but is nurtured and valued by her father.

Keiser notes several of the fun connections have been made through the years: like the fact that some client relationships have led to babysitting gigs, and that her neighbor since kindergarten, [Ethan Frazier](#), now serves on the KDG team.

“Coming from a family who owns a small business has given me a passion for small businesses,” said Keiser. “Growing up, it’s been so cool to see the company thrive and grow. Being a part of that has led to spending more time with my family on different projects, for which I am so grateful.”

Architecture and relationships. This is what KDG has been about since day one. [Read more about KDG's core values here.](#)