

Kathi Fuhrman



Kathi Fuhrman, CEO, founded the agency in March 2016 after spending 15 years of her life engrossed in all things marketing.

Fuhrman Creative, LLC is an online marketing agency based in Abbottstown, Pennsylvania. We offer search engine optimization, content writing, Google Adwords, and social media marketing services for local businesses.

Even though Kathi Fuhrman, Founder, and CEO of Fuhrman Creative, thought she would be a professional tap dancer when she was 10, she has been killing it in the marketing world for over 20 years. With 10+ of those years in the insurance marketing industry and 5 years as a business owner, she is still using her creative side that she had as a child. She enjoys helping businesses paint a picture of their customer experience. By digging deeper below the financial transaction of doing business, she is able to show the more human side which in turn brings growth.

Because she works so hard on the marketing for each business, she hopes that the owners and managers are able to spend time doing what they love, rather than wasting their time with this side of trying to get sales. Kathi understands that a lot of businesses don't have the resources to hire a full-time person, and this can end up causing them to waste a lot of time trying to market their business, and often inefficiently.

As a business owner herself, Kathi appreciates the need for marketing help and believes that video is one of the most powerful marketing tools you can utilize. If business owners can get past being shy, it can truly be a game-changer. Her favorite social media platform is Facebook due to the community feel but has recently begun to enjoy Clubhouse as well. When asked what she would like people to know about her business, she says that it is that they lead with their hearts which produces results.

When it comes to inspiration, Kathi's family is what drives her to be successful. She wants to teach her two sons that even though it takes hard work, it does not have to be extremely difficult if you love what you do. A small glimpse into Kathi's every day starts with coffee, spending some morning time with her boys and puppy, and then her workday begins after the boys are off to school. This flexibility along with meeting new people are her favorite things about being a business owner.

If not working or spending time with her family, Kathi is helping her local community by providing food to those in need, helping military veterans through the organization Roots for Boots, and supporting other valuable local nonprofits.