KATRINA A. SHULL

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PROFESSIONAL SUMMARY

Strategic communicator and creative director with 15 years of experience in marketing, content leadership, and narrative development across aviation, nonprofit, and media sectors. Skilled in guiding teams, shaping brand stories, and managing complex projects from concept through delivery. Known for creating thoughtful, values-driven messaging that builds trust, strengthens communities, and amplifies mission-centered work. Brings a collaborative approach, a systems mindset, and a deep passion for purposeful storytelling that inspires change.

CORE SKILLS

- Brand Strategy & Messaging
- Storytelling & Narrative Development
- Integrated Marketing Campaigns
- Creative Direction & Content Leadership
- Client & Stakeholder Communications
- PR, Community Engagement, Donor Relations
- Digital Strategy & Social Media Management
- Project Management & Cross-Functional Team Leadership
- Workflow Systems: Wrike, Frame.io, Sprout, HubSpot

PROFESSIONAL EXPERIENCE

Marketing Director – Van's Aircraft

2025–Present | Oregon / Remote

- Lead marketing and brand strategy for the world leader in kit aircraft manufacturing. Increased member engagement by **15% in 1 month** through targeted multimedia campaigns tailored to user behavior.
- Direct all communications, digital content, social media, community outreach, and national campaign messaging.
- Oversee creative development for major aviation events, including EAA AirVenture, executing on-site media, storytelling, and brand activations.
- Manage cross-platform content production including documentary features, customer storytelling, and technical product messaging.
- Strengthened operational workflows and increased cohesiveness across all brand touchpoints.

Business Development & Marketing Director – Partners in Home Care

2024–2025 | Missoula, MT

- Spearheaded a full organizational rebrand including messaging, visual identity, and communication standards.
- Managed a team responsible for multi-channel marketing, social media, print collateral, and community outreach.
- Oversaw campaign timelines, creative deliverables, operational processes, and internal communication systems.
- Improved efficiency across marketing operations and established scalable workflows for future growth. Improved lead-to-client conversions by **35%** through refined lifecycle messaging and funnel optimization.

Director of Digital Content – AOPA - Aircraft Owners and Pilots Association

2023–2024 | Frederick, MD

- Led a creative team producing national-reach digital content for one of aviation's largest member organizations.
- Developed storytelling frameworks and content strategies to elevate engagement across platforms.
- Oversaw planning, production, and delivery of multimedia campaigns, special events, and live broadcast content.
- Optimized team operations within Wrike, Frame.io, and Sprout, improving delivery speed and quality. Increased member engagement by **30% in six months** through targeted multimedia campaigns tailored to user behavior.

Communications & Grants Director – Habitat for Humanity

2021–2022 | Missoula, MT

- Crafted messaging, PR strategies, and donor engagement materials supporting fundraising and advocacy initiatives.
- Directed marketing campaigns across social media, print, and web to strengthen community relationships.
- Produced press releases, brand stories, event materials, and public-facing communications.

CEO / Owner – Amplify Film Group

2012–Present | Missoula, MT & Portland, OR

- Provide creative direction, production leadership, and brand development for clients across industries.
- Produce, film, and edit documentary and commercial content with strong narrative focus.
- Deliver integrated marketing campaigns combining video, photography, print, and digital assets.
- Manage freelancers, budgets, contracts, timelines, travel logistics, and client communications.
- Support mission-driven organizations with storytelling that elevates community impact.

EDUCATION

Bachelor of Fine Arts – Communications / Journalism
University of Montana - Missoula, MT

Event Management Certificate - Event / Marketing Strategy
University of Montana - Business School

ADDITIONAL INTERESTS

Aviation, outdoor recreation, creative storytelling, social impact communication, community building, narrative strategy, and strategy-informed approaches to creative work.

REFERENCES

Rachel Gregg | Big Sky Film Fest
E | Rachel@freepressfest.org

Denise Dowling | UM Journalism
E |denise.dowling@mso.umt.edu

Kollin Stagnito | AOPA
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