

Kathryn Karnell, M.A.

Communications Strategist and Content Developer

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Strategic and versatile communications leader with proven experience translating complex science, health, and policy initiatives into high-impact messaging that informs, engages, and drives results. Trusted partner to executives and cross-functional teams to align voice, vision, and audience strategy — **strengthening reputation, enhancing digital experience, and driving impact**. As your **human in the loop**, I am always adapting and evolving with the latest technology to optimize content development and quality, accelerate workflows, and achieve measurable success.

CORE COMPETENCIES

Communications Strategy & Leadership

- ❖ Executive Messaging
- ❖ Project Management
- ❖ Cross-Functional Team Lead
- ❖ Vendor Management & Budgets
- ❖ Process Improvement
- ❖ Data: SEO/ Data Annotation / Google Analytics

Content Development & Optimization

- ❖ Digital Multichannel Content
- ❖ Storytelling
- ❖ AI-Enhanced Workflow
- ❖ Campaign Design
- ❖ Video Production
- ❖ UX Optimization

EXPERIENCE

Freelance Marketing and Communications Consultant

July 2025 – present

- **70% decreased concept to delivery time** for an emergency evacuation plan for EmoEmu LLC (high profile production filming on location).
- Secured partnership discussion with a major cruise line for a recreation/hospitality startup company by drafting a marketing proposal and **press release**.
- Created 3-month **marketing plan** for a Modern Luxury “Top Ten Private Chef” which included scalable branding and client acquisition systems (referrals, partnerships, lead capture).
- Leveraged **AI tools** (ChatGPT, Gemini, Amazon Nova, Perplexity) for deep research, multimodal processing, image generation, and content drafting.

U.S. Department of Health and Human Services

June 2020 – July 2025

Communications Strategist and Content Developer

Leadership and Strategy: advised C-suite executives and managed vendors on brand strategy for a \$1B+ health investment portfolio. **IMPACT** –

- **70% increase in newsletter subscriptions** through refreshed content strategy and rebranding.
- **Trained 300+ staff** on storytelling and plain language, improving internal communication speed and alignment across multiple departments.

Project and Content Management: directed **company website overhaul**, coordinating cross-functional teams to integrate best practices, apply analytics, UX research, and iterative content optimization. **IMPACT** –

- Streamlined content by **70%**, leading to a **10% increase in engagement rate**.
- **503% increase in “clicks to calls”** and **488% clickthrough rate** for the Maternal Mental Health Hotline through targeted **SEO** strategies and refined user experience.
- Produced executive briefings, decks, fact sheets, and partner-facing materials that clarified complex health program outcomes and strengthened stakeholder trust.

Campaign Design & Execution: led creative development for national health campaigns producing video stories, written stories, and social media assets. **IMPACT** –

- **1.2 million views** and **500% increased engagement** on Instagram for campaigns such as Black Maternal Health Week and Child Health Day.
- **Activated 400 federal, state, and local partners engaged** in a vaccine campaign.

AI-Enabled Communication Efficiency: integrated AI tools (ChatGPT, Gemini, Perplexity, Claude) to accelerate proposal drafts, talking points, and leadership materials. *IMPACT* –

- Increased **clarity**, **reduced prep time**, maintained **compliance**.

Ulster University – United Kingdom
Communications Strategist

October 2017–April 2020

Leadership and Multichannel Content: led the communications strategy for a multinational digital health project (key stakeholders included WHO, CDC, and Latin American Hospitals) to accelerate the adoption of a mobile **birth defects surveillance app**. *IMPACT* –

- **47% higher engagement** through targeted outreach vs. general campaigns.
- Achieved a **80–91% satisfaction rate** from participants of a public engagement training.
- **Produced** on-demand **instructional videos** and managed web (CMS) and social content.
- Recognized as Digital Commonwealth Awards **finalist** for innovative digital communications.

ADDITIONAL RELEVANT EXPERIENCE

Global Health & Development – Clients and employers included **Deloitte, CDC, USAID, Peace Corps, Johns Hopkins University, University of Washington, U.S. Department of State**. *Examples* – Led communication strategy for the **\$30M U.S. Operational Plan** for HIV/AIDS in Tanzania; Directed/Wrote/Edited educational **videos** and commercials, proposals, managed budgets, wrote white papers, conducted research, drafted speeches.

AWARDS

Hubert H. Humphrey Award for Service to America (2024), **HRSA Honor Award for Digital Campaign Innovation** (2023), and other awards related to healthcare content, documentary filmmaking, and social media campaigns.

TECHNICAL

AI Tools: ChatGPT, Gemini, Perplexity, Claude, Amazon Nova

Analytics & Optimization / UX: Google Analytics, SEO Tools, Data Annotation, Figma

Content Development: Canva, Adobe Creative Suite, Drupal, Camtasia, GitHub, Google suite, AP style guide, Microsoft Office Suite

Project Management: Agile & Scrum, Jira, Teams, Slack

EDUCATION and RECENT TRAINING

M.A. Communications, Syracuse University – Newhouse School

B.A. Sociology, University of California, Santa Barbara

UC Davis Extension – Certificate in Big Data, AI, and Ethics

Google – Prompting Essentials, Speed Up Data Analysis

IBM – Introduction to Agile & Scrum

UPenn – Viral Marketing & How to Craft Contagious Content

Colleague Consulting, LLC – Leading Organizational Change