

# HARRY KATZ

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1008 TAFT STREET  
COLUMBIA, MO  
410-562-7837  
HARRYKATZPHOTO@GMAIL.COM

## PROFESSIONAL SUMMARY

Strategic communications professional with 10+ years of experience in storytelling, brand development, and community engagement across media, events, and nonprofit initiatives. Skilled at building authentic connections through creative content, volunteer coordination, and public-facing campaigns. Experienced in leading multi-channel communications, event logistics, and outreach that inspire action and strengthen community partnerships. Committed to using creative storytelling to advance mission-driven work.

## PROFESSIONAL EXPERIENCE

### Broadway Brewery – Columbia, MO

Marketing Director & Minority Owner | July 2017 – July 2025

Led strategic communications and community engagement for a local brewery and restaurant deeply connected to Mid-Missouri's agricultural and cultural communities.

- Directed all marketing, branding, and communications for the farm-to-table restaurant, taproom and private event space, and production brewery.
- Produced storytelling content highlighting local farms, sustainable sourcing, and community partnerships.
- Planned and executed events and partnerships that fostered community engagement and supported local nonprofits.
- Managed social media content creation and brand direction across multiple platforms.
- Oversaw paid advertising campaigns on digital and print channels.
- Designed and produced marketing collateral including package labels, sales materials, event signage, and merchandise.
- Built relationships with community partners, artists, and local organizations to support collaborative events.
- Managed budgets, sales reporting, and promotional strategies to align business goals with community outreach.
- Directed special events to increase visibility and drive engagement during slow periods.
- Provided photography, videography, and graphic design for in-house and external communications.
- Oversaw overall operational management of staff, events, and service, ensuring a cohesive guest experience and smooth day-to-day brewery and restaurant operations.
- Developed and launched the Broadway Taproom on 9th from initial concept, including architectural design input, branding, and operational setup, ensuring a cohesive customer experience from visual identity to day-to-day management.

## COMMUNITY & NONPROFIT EXPERIENCE

### True/False Film Festival – Columbia, MO

Volunteer (2017–2021); Paid Core Staff (2022–Present)

- Supported event logistics, guest relations, and festival operations as a volunteer.
- Promoted festival programming through community outreach and on-site engagement.
- Transitioned to paid core staff role in 2022, managing event logistics and volunteer teams.
- Coordinated volunteer scheduling and training, ensuring seamless festival operations.
- Collaborated with festival leadership on execution of large-scale public events.

### Missouri Rural Crisis Center – Columbia, MO

Pro Bono Photographer

- Photographed annual youth retreats for students from St. Louis, exposing them to sustainable farming practices and community-based agriculture.
- Documented interactive cooking classes, farm visits, and educational activities that connected urban youth with rural food systems.
- Created visual storytelling assets for nonprofit publications, fundraising, advocacy campaigns, and grant funding proposals.

### Roots N Blues Festival – Columbia, MO

Event Management Team | 2018–2022

- Managed bar operations for one of Missouri's largest music festivals, ensuring efficient service across multiple high-volume venues.
- Coordinated and supervised volunteer and temporary staff teams during the festival.
- Worked closely with festival leadership to maintain smooth event logistics and high-quality guest experiences.
- Assisted in setup, operations, and post-event breakdown to ensure seamless execution.

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## EDUCATION

**University of Missouri Columbia**  
BA in Agriculture Journalism  
Emphasis in Food & Wine Journalism  
Graduated in 2013

## SKILLS & EXPERTISE

- Strategic Communications & Storytelling
- Community Engagement & Outreach
- Volunteer Coordination & Training
- Event Planning & Logistics
- Graphic Design & Illustration
- Photography & Videography
- Social Media Strategy & Content Creation
- Brand Development & Messaging

## SOFTWARE PROFICIENCY

- Adobe Creative Suite
- Canva
- Figma
- Google Workspace
- Microsoft Office
- UniFi (Ubiquiti Network Suite)

## EARLIER CREATIVE & EDITORIAL EXPERIENCE

### Missouri Life Magazine – Rocheport, MO

Graphic Designer, Staff Photographer, Associate Director of Big BAM  
Aug 2014 – July 2017

- Designed editorial layouts, advertising collateral, and internal marketing materials for a statewide lifestyle and travel magazine focused on Missouri heritage and tourism.
- Produced feature editorial photography, including cover shoots, food stories, and destination spreads, often working independently from concept to final delivery.
- Earned multiple IRMA (International Regional Magazine Association) awards, including Photographer of the Year (Gold & Silver) and Best Cover, with work recognized for visual storytelling and creative excellence.
- Served as Associate Director of Big BAM (Bicycle Across Missouri), managing a multi-day bike tour with hundreds of riders:
  - Led route planning, local coordination, and day-to-day logistics for the traveling event.
  - Managed sponsor communications, vendor relationships, and event brand integration.
  - Directed daily social media coverage and post-event reporting to promote community engagement and secure future participation.
- Represented the magazine at tourism and outdoor recreation conferences, helping to build partnerships and promote Missouri Life's regional impact.
- Served on the senior leadership team, contributing to long-term editorial planning, cross-platform marketing strategy, and event development.

### Hub & Spoke Creative – Columbia, MO

Director/Producer & Multimedia Designer | July 2013 – May 2014

- Directed, produced, and edited CHOMP TV, a Mid-Missouri food and drink show that aired on KMIZ, earning a Bronze Telly Award.
- Provided photography, videography, animation, and graphic design services for local and national clients.