

Karen Massman VanAsdale

(816) 665-8181 ■ kmvanasdale@att.net ■ [linkedin.com/in/karen-massman-vanasdale](https://www.linkedin.com/in/karen-massman-vanasdale)

Highly motivated relationship builder and strategic thinker. Innovative and constructive problem solver and storyteller. Quickly adapts to new industries and technologies. Collaborates with executive leadership and other key stakeholders to develop strategies successfully elevating the presence and reputation of an organization's goals, vision and culture.

PROFESSIONAL EXPERIENCE

Kansas City Ballet

Director of Corporate Relations 2019-present

Responsible for identifying, qualifying, cultivating, soliciting and stewarding corporations and corporate foundations to secure funds for performances, school, community engagement and education programs. **Results:** successfully increases cash and in-kind support from a well-matched portfolio of corporate partners to enhance the mission of the Kansas City Ballet.

- Creates mission-driven strategies to forge and strengthen relationships with a dedicated portfolio of more than 65 corporate donors and private foundations. Uses knowledge of organizational development to successfully meet annual financial goals.
- Collaborates with diverse groups of donors, prospects, internal team and volunteers to facilitate sponsorship and grant proposals, negotiate agreements and timely renewals. Project management process also includes budgeting, creating narratives, proposal development and reporting pre-and post-award activities.
- Drives all communications to corporate partners including newsletters, presentations and social media (LinkedIn).
- Creates an active pipeline of corporate prospects. Role includes researching, identifying and aligning opportunities with partner needs and serving as representative with civic and community member organizations.
- Assists with strategy and sponsor solicitation for fundraising and awareness building campaigns.
- Manages corporate partner data, including information, records, correspondence and benefits in CRM system.

Butane Propane News (BPN) magazine 2017 – present

Writer and Monthly Columnist

Contributing writer and author of monthly column highlighting success stories of women in the propane industry.

Terracon

Senior Communications Specialist 2014-2018

Collaborated with executive leadership to plan communication strategies and goals for 5,000 employee-owners in 140 offices in order to support business operations, culture and community involvement. **Results:** company average annual revenue growth of 11.5 percent through sales and acquisitions. Record response of 87 percent participation in annual employee survey.

- Developed comprehensive and creative communication strategies and branding initiatives across multiple platforms. Efforts included content creation for newsletters, blogs, video scripts, direct mail, brochures, advertising, internal social media, presentations and communication calendars. Results included award recognition from local SMPS chapter for printed newsletter, holiday campaign and videos.
- Created targeted communication solutions to improve safety (*IIF*) resulting in annual reduction of total recordable injury rate (TRIR). Promoted health and wellbeing, improving participation in all wellbeing programs.
- Oversaw intranet and social collaboration platform including employee training. Successfully increased annual adoption rate by more than 20 percent.
- Demonstrated strong project management skills to successfully complete effective collateral campaigns with a team of designers, printers, and mail houses, Projects completed on-time and on budget.
- Provided direction and editing for external communications to clients, prospects and public including newsletters, press releases, social media content, emails, brochures and annual report.

Karen Massman VanAsdale

(816) 665-8181 ■ kmvanasdale@att.net ■ [linkedin.com/in/karen-massman-vanasdale](https://www.linkedin.com/in/karen-massman-vanasdale)

Starlight Theatre

Communications Director 2012 – 2014

Researched, developed, and executed innovative strategic marketing and public relations plans to achieve organizational goals. Promoted Starlight's mission, productions, programs, people and special events. **Results:** substantial increase in audience engagement, brand awareness, and revenues including the first revenue increase in 10 years.

- Managed public and media relations including crisis communications increasing media coverage 25 percent.
- Created integrated marketing communications including collateral materials, online content, advertising, development resources, and executive speeches.
- Established KPIs with team to maintain and report campaign performance, market trends and channel performance.
- Authored all executive leadership communications and talking points including patron and donor communications, curtain speeches, program notes, press releases, statements, announcements and media inquiries.

Coterie Theatre

Director of Marketing and Public Relations 2004 - 2012

Spearheaded comprehensive integrated marketing campaigns for productions, community education programs, and development initiatives contributing to a significant increase in organization's brand awareness, audience engagement, and revenues. **Results:** successful launch of two new audience development programs. Doubled educational offerings.

- Increased revenues, donations, and awareness through efforts in local, national, and trade media. Achieved national recognition in *TIME* magazine rating as "One of the Top Five Theatres for Young Audiences in the U.S."
- Launched and managed social media strategies and website redesign. Participated in Search Engine Optimization (SEO).
- Increased brand awareness and revenues through sponsorships, community events, and promotions.

Equity Communications Group

Co-owner 1999-2003

Public relations and marketing firm dedicated to delivering exceptional solutions to help clients engage and build relationships with their stakeholders. Clients included MOCSA, American Lung Association, Central City School Fund and Lakemary Center.

ADDITIONAL EXPERIENCE

Parris Communications - Senior Account Executive

Kansas City Star - Founding Sunday Real Estate Editor; Special Sections Writer

EDUCATION

University of Kansas Bachelor of Science in Journalism

COMMUNITY AND PROFESSIONAL LEADERSHIP

Association of Fundraising Professionals (AFP): Member

International Association of Business Communicators (IABC): Member

Nelson-Atkins Museum of Art: Museum Guide

Junior League of Kansas City: Co-Editor *Above & Beyond Parsley*, Sustainer

Brain Injury Association of Kansas and Greater Kansas City: Board President, Amy Thompson Run to Daylight Co-Chair, Kate Spade Event Publicity Chair

Metropolitan Organization to Counter Sexual Assault (MOCSA) Event Publicity Chair