

Karen Veenstra

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A chameleon in skills and switchblade of talent, I procured an over 10-year track record of excellent writing and verbal communication skills, marketing and social media management, bolstered operational efficiency, achieved growth in a fast-paced, ever-changing organization while supporting high-capacity leaders. Known for being incredibly loyal, a hard-working perfectionist, and having a go-with-the-flow attitude with an infectious sense of humor. Recognized by leadership as having outstanding interpersonal, writing, speaking and administrative skills - an ideal asset to any organization looking for someone to bring a creative spark and make their team and company the best it can be.

Experience

Grant & Communications Coordinator | P.G. Chambers School, Cedar Knolls, NJ **Oct. 2022-Mar. 2023**

Secured philanthropic resources by designing and executing effective fundraising, cultivation and stewardship strategies to implement a successful comprehensive grant program. Managed production of development publications, administered ongoing updates to the website, and collaborated in creating organization-wide Communication and Donor Relations Plan.

- Completed research and identified corporate and foundation grant funding opportunities and needs.
- Wrote and constructed grant proposals as needed, in partnership with directors, along with progress and stewardship reports.
- Developed administrative procedures, controls and multi-year calendar for grant application and reporting.
- Advised in budgeting for all Communications/Donor Relations materials.
- Published press releases, produced printed materials, assigned writing assignments and deadlines.
- Streamlined overall social media presence through a variety of platforms and grow footprint while maintaining organization's website.

Communications & Program Coordinator | Liquid Church, Parsippany, NJ **May 2017-Apr. 2022**

Leading Content Creator and writer for Liquid Family, championed systems and mission, increased both spiritual growth of kids and parents and a healthy culture for family staff and leaders to flourish. Developed and implemented creative curriculum for children & teens and digital content for adults, in one of America's Top 100 fastest-growing megachurches.

- Delivered all external communication to families re news, events, programming as needed.
- Developed and streamlined an internal strategic communication plan for staff and volunteers.
- Executed email and social media campaigns across multiple platforms.
- Created curriculum and lesson plans from ideation to execution in a diversity of environments across multi-site campuses (7), to help students, (1,000+), connect with practical application.
- Published written tools and resources to set volunteers up for success in their roles across locations.
- Managed a team of writers in their implementation of monthly curriculum and activities, making sure deadlines, budgets and projects are achieved and accomplished.
- Built and produced a family blog from scratch, recruiting daily and weekly writers, collected, edited and proofread copy and authored original copy.
- Systemized and arranged the successful migration of the ministry operations of 7 physical locations and over 1,000 students to an all online platform and created fully virtual student experiences and digital content for both students and adults beginning March 2020.

Executive Assistant | Liquid Church, Parsippany, NJ

Feb. 2012-May 2017

Generated and delivered new systems and processes to improve productivity and organization of the Leadership Team.

- Managed administrative tasks, calendaring, correspondence, travel arrangements, expense reports, social platforms for Lead Executive.
- Collaborated with staff and teams for events and projects, communicating changes in prioritization and decision-making efficiently.
- Organized extensive projects and events with a balance and effective prioritization according to the needs of Leadership and the organization.
- Grew and maintained external relationships beyond staff with key influences in the community and peer organizations.
- Developed and accomplished an "Inbox Zero" correspondence strategy, reorganized an inherited backlog of unread emails and stabilized to a daily inbox zero that raised overall productivity level.
- Initiated and volunteered for the first "Staff Culture Team"; generated creative ideas for fun events and personal expressions of gratitude for staff morale and an improved healthy work environment.

Skills & Software

- **MS Office** (Word, Excel, Outlook, Powerpoint, OneNote, Access)
- **Google Drive** (Docs, Sheets, Slides, Forms, Calendar)
- **Spreadsheets** (Excel, Google Sheets, FormStack, Airtable)
- **Email** (mail merge, filters, folders, rules, MailChimp, Constant Contact, Simple Text)
- **Marketing campaign management**
- **Presentations/Slideshows** (Powerpoint, Google Slides, Canva, LibreOffice, Pages, Apple Keynote)
- **Database Management** (Blackbaud, CCB)
- **Social Media** (Facebook, Twitter, Instagram, LinkedIn, TikTok, YouTube, Later, Vimeo)
- **Web** (WordPress, GoDaddy, Weebly)
- **Writing Skills** (WordPress, SEO, journalism, research, ghostwriting, editing, proofreading, transcribing)
- Project Management, Time management
- Active listening skills, Communication, Problem-solving
- Content creation, scripting
- Public Speaking
- MAC or PC proficient

Education

Monmouth University | Bachelor of Art in Communication, concentration in Journalism/PR

2010

Optional

Monmouth University | Department of Communication's Writing Award

2010

Bronx Pinstripes, LLC | Staff Writer, up-and-coming, fan created digital and social media content page for the New York Yankees. (114k Twitter following)

2019-Present