

KATE MARSHALL

✧ Kansas City, Missouri ✧ 913-568-7248 ✧ kate@showmekansascity.com ✧

HIGHLIGHTS OF QUALIFICATIONS

- Champion for all things Kansas City
- Effective problem solver who is a well-connected, and action oriented person
- Articulate and persuasive communicator with excellent writing and presentation skills
- Experienced traveler with a lifelong belief in the power of cross-cultural education

PROFESSIONAL EXPERIENCE

- 2019 **SHOW ME KANSAS CITY** – Founder and owner, *Kansas City, Missouri*
We provide informative orientation tours and other relocation and settling in services and connections to people who are new to the Kansas City area. www.showmekansascity.com
- 2005 – present **SECOND DAUGHTER** – Founder and owner, *Kansas City, Missouri*
Owner: A Personal Services Agency
Manage affairs of clients, addressing complete range of business, and personal needs from travel arrangements, bill paying, desktop publishing, accounting, to hiring and managing sub-contractors. Provide destination services for those relocating to Kansas City, both international and domestic. www.seconddaughter.com
- 2002 – 2005 **CARONDELET HEALTH**, *Kansas City, Missouri*
Executive Director: St. Joseph Medical Center & St. Mary's Hospital Foundations
- Acted as executive director of two separate hospital foundations for St. Mary's Medical Center in Blue Springs and Saint Joseph Medical Center. As a member of the Carondelet Health Senior Management Team, reported to the system CEO. Total foundation assets: \$12,000,000
- Raised \$1.6 million in FY03, and \$1.8 million in FY04 – 146% of goal.
 - Strategic planning for a comprehensive and progressive fund raising program, provided the leadership for creation of mission, vision and case statements.
 - Worked with boards in policymaking, planning, objective and goal setting. Guided stewardship of funds through investments. Developed and managed grant allocations.
 - Established and maintained relationships with key donor groups and stakeholders such as physicians, patients, employees, Sisters of Saint Joseph of Carondelet, and others.
 - Planned, directed and implemented Special Events, Annual Giving, Planned Gift and Major Gift campaigns in addition to various public relations efforts.
- 1995 – 2002 **BETTER WORLD - Marketing and Development**, *Overland Park, Kansas*
Managing Director
- Specialized in customized fundraising projects and event planning, drawing upon extensive familiarity with Kansas City business and not-for-profit communities. Capable of adapting to fit the marketing needs of a broad range of customers. Clients have included:
- | | |
|--|------------------------------------|
| <i>The Central Exchange</i> | <i>St. Paul's Episcopal Church</i> |
| <i>The Women's Foundation of Greater Kansas City</i> | <i>Lyric Opera</i> |
| <i>Grandview School District Foundation</i> | <i>La Petite Academy</i> |
| <i>Johnson County Community College</i> | <i>INGRAM'S Magazine</i> |

- 1993 – 1995 **LAKEMARY CENTER** Paola, KS
Director of Marketing and Development
Reported to the president of this agency for the developmentally disabled. Managed fundraising events, capital campaigns, annual fund drive and 25th Anniversary Celebration. Also developed major new marketing program to build awareness of the center and its programs.
- 1988 – 1993 **HELZBERG DIAMONDS** Kansas City, Missouri
Director, Shirley and Barnett Helzberg Foundation
Served as sole administrator of the Helzberg Foundation and Helzberg Diamonds corporate donations. Reported directly to chairman, Barnett Helzberg.

SELECTED COMMUNITY ACTIVITIES

- ❖ Swope Ridge Gardens - Retirement Living, board member 2015 to present
- ❖ Kansas City Sports Commission, luncheon committee, 2015 - 2018
- ❖ Chancellor's Advisory Council Women's Center, UMKC 2009 - 2015
- ❖ Women's Foundation, *A Celebration of Women* – book project founder
- ❖ Director, First Call – Alcohol/Drug Addiction Prevention and Recovery, 2010-2012
- ❖ Central Exchange, Co-Chair Woman of the Year Event – 1999- 2002
- ❖ Up & Comer's Breakfast Club, Chair, 1998 – 2001
- ❖ Director, Women's Foundation of Greater Kansas City, 1994 – 2000
- ❖ Vassar Club of Kansas City, President 1986-1994

CREATIVE & PRINT EXPERIENCE

- Created and produced a 64 – 80 page, perfect bound, tribute journal for 10 successive years, as a fundraising project for Women's Foundation of Greater Kansas City
- Designed, edited and produced newsletters for numerous organizations
- Designed or art directed invitations, programs, auction booklets, and annual reports
- Commissioned corporate identity work and managed creation, selection and implementation.
- Wrote copy for ads, bought space and placed PSA's

EDUCATION

- **University of Kansas, 2001-2002**, School of Journalism: Integrated Marketing Communications
- **Vassar College**, BA, 1981 Poughkeepsie, NY

Languages: French – Italian – Spanish

Computer: Highly proficient in MS Windows: *Word, Excel, PowerPoint, Outlook* (PC and Mac)

www.linkedin/in/katemarshall430