



Katie Adrianse

Strategic Communicator

Seasoned nonprofit professional with over a decade of experience in strategic communications, driven by a deep commitment to social change and equity. I specialize in crafting impactful narratives, amplifying marginalized voices, and leading campaigns that foster collaboration and drive meaningful, systems-level outcomes.

Experience

● 2024 - Present

ConnectUS (a KConnect Consultancy) | Grand Rapids, Michigan
Senior Consultant

- Lead strategic communications for cross-sector initiatives, translating complex systems-change work into compelling narratives that drive alignment and action.
- Develop messaging frameworks, toolkits, and campaigns that elevate community voice, build shared accountability, and support collective impact efforts across education and workforce systems.
- Plan and support cross-sector convenings, crafting intentional communication strategies that foster trust, surface shared priorities, and catalyze collaborative decision-making.

● 2018 - Present

KConnect | Grand Rapids, Michigan
Director of Communication

- Drive strategic communications that elevate KConnect's vision, structure, and systems-change strategies, increasing brand awareness and positioning the organization as a trusted leader in collective impact.
- Lead the development and execution of multi-platform communications, including e-newsletters, social media, impact reports, print collateral, and convenings, ensuring timely, relevant, and equity-centered messaging across the network.
- Manage and evolve KConnect's digital presence through a systems-building lens—curating engaging content, fostering stakeholder engagement, and evaluating the effectiveness of online communications strategies.
- Cultivate and sustain relationships with local, regional, and national press outlets to amplify KConnect's work and ensure inclusive, community-centered media coverage across Kent County's diverse audiences.
- Build and maintain cross-sector relationships with partners, consultants, and peer organizations to align messaging, share learnings, and strengthen collective advocacy efforts.
- Oversee external vendors, including designers, communications consultants, and media partners, to ensure consistency, excellence, and alignment with KConnect's brand standards and communications goals.
- Protect and steward the organization's public image by implementing and monitoring brand standards across all internal and external materials, including presentations, print publications, and digital content.
- Collaborate with executive leadership and the backbone team to co-create communications strategies and storytelling efforts that inform policy, engage stakeholders, and influence systems-level change.
- Translate complex data, research, and systems-level strategies into clear, compelling communications that resonate with diverse audiences and support informed decision-making across sectors.
- Serve as a strategic thought partner and communications advisor, contributing to the design and facilitation of high-impact convenings, branded campaigns, and executive communications.

Contact

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Education

2025

Master's Degree
Strategic Communications
Michigan State University

2012

Bachelor's Degree
Nonprofit Leadership
Cornerstone University

Leadership

2024 - Present

Grand Rapids Pride Center
Board Member

2020 - 2021

Grand Rapids Early
Childhood Discovery Center
Interim Board President

2016 - 2019

Association of Fundraising
Professionals

- *Co-Chair of Friday Learning Sessions Program*
- *Communications Committee Co-Chair*
- *Board Member*



Expertise

- Strategic Communications & Messaging
- Brand Development & Management
- Narrative Framing for Systems Change
- Cross-Sector Stakeholder Engagement
- Digital Strategy & Content Management
- Equity-Centered Storytelling
- Crisis & Reputation Management
- Internal Communications & Culture Building
- Convening Design & Facilitation Support
- Social Media Strategy & Analytics
- Policy & Advocacy Communications
- Speechwriting & Executive Communications
- Community Voice Integration
- Visual Communications Oversight
- Vendor & Consultant Management
- Campaign Planning & Execution
- Data Visualization & Impact Reporting
- Thought Leadership Development
- Communications Strategy Evaluation

Projects, Presentations, and Awards

2024

Articulating Your Value Proposition Workshop
Presenter
Strive Together Conference, Salt Lake City, UT

2023

Communications for Change Workshop
Presenter
Strive Together Conference, San Francisco, CA

Communications for Change: How a Storytelling Campaign Can Transform Your Community Toolkit
Author

Finding Home: America's Housing Crisis in Kent County
Documentary
Coordinating Producer

2022

Normal Was Never Enough Campaign
West Michigan Public Relations Society PProof Award: Social Justice, Diversity, Equity, and Inclusion
Gold Award

Redefining the Path Home: System Building for Housing Stability in Kent County
Content Creator, Project Manager, and Editor

2021

Normal Was Never Enough Campaign
Co-Chair and Content Creator

2020

You Got This Campaign
Co-Chair and Content Creator

2013 - 2018

North Kent Connect I Rockford, Michigan
Marketing and Public Relations Manager

- Developed brand marketing and fundraising pieces such as appeals, brochures, newsletters, event materials, online giving campaigns, programming materials, and more.
- Designed digital and print materials using Adobe Suite.
- Managed Public Relations by writing content and creating relationships with local media.
- Wrote content for and manage website and social media accounts.
- Managed yearly fundraising event for 500+ people as well as smaller donor cultivation events.
- Worked closely with volunteer committees and the Board of Directors to accomplish the organization's strategic goals.
- Managed Communications Specialist and Communications volunteers.
- Created marketing pieces and social media for NKC Thrift Store.

Projects, Presentations, and Awards

2017

Organizational Rebranding
Project Manager

Launch of NKC Thrift Store
Communications and PR Expert

Chamberlain Scholar
Association of Fundraising Professionals