

KARLI MASSEY APR

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CREATIVE | STRATEGIC | STORYTELLER

TOP 10 AREAS OF INTEREST

1. Communication Planning and Evaluation
2. Culture and Change Initiatives
3. Strategic Messaging
4. Writing
5. Visual Storytelling
6. Employee Recognition
7. Community Relations
8. Event Coordination and Logistics
9. Web Design and Management
10. Project Management

Business communications professional and Accredited in Public Relations (APR), offering more than 20 years of community outreach and employee engagement experience.

Proactive, collaborative leader working with cross-functional teams made up of executive management, technical professionals, volunteers, and support staff to increase effectiveness of communications that target diverse audiences.

Articulate communicator experienced in managing corporate and non-profit clients through messaging and branding development.

Sandia National Laboratories – Albuquerque, N.M.

www.sandia.gov

Principal Communications Specialist

Environment, Safety & Health (since February 2020)

- Manage the ES&H communications program: Maintain measured and metrics, report status of initiatives to executives, develop process documents, and mentor/train new communicators.
 - In 2021, 91% of the 17 communication plans met or exceeded goals (tracked 34 metrics).
 - Measured outcomes included a 23% increase event engagement and 38% increase in website hits.
 - Provide counsel to Chief of Safety and senior leadership on effective communication approaches for ES&H initiatives and how best to engage leadership and workforce, preparing messaging and managing communications flow down.
 - Lead project teams to develop communication plans that inform the workforce of policy and program changes, managing a monthly calendar of communication topics.
 - Collaborate with corporate communications and other mission support areas to plan Labs-wide engagement activities: Change initiatives, annual events/observances, safety and health awareness, and employee recognition.
 - Manage weekly Labs-wide messaging flow down of various ES&H topics through Tiered Accountability using visual storytelling.
 - Serve as communications representative on ES&H Governance Board and ES&H Forum
 - Developed a marketing and communication workshop for the Small Business Mentor-Protégé Program
- KEY PROJECTS: ES&H 5-Year Strategy rollout, COVID-19 communications, ESHield launch, Emergency Management transition, Division Inclusion & Diversity Council

Infrastructure Operations Division (D4K) (July 2015-January 2020)

- Implemented the division communications strategy; instituted communications success measures.
 - In 2019, 78% of the 15 communication plans met or exceeded goals (tracked 23 metrics).
 - Developed and managed Labs-wide communications strategies in collaboration with corporate communications and other program areas; some requiring engagement with U.S. Air Force leadership, local officials, and surrounding communities.
 - Supported workplace improvement team by promoting safety initiatives and planning employee events.
 - Advised division leaders on change communications regarding risks, issues and business operations.
 - Managed assembly of reports to NTESS Board of Managers, DOE/NNSA, and Labs leadership team.
 - Collaborated with executive strategy professionals to prepare operational plans and creatively communicate deliverables to workforce, including developing video messaging, marketing materials, web content, and events.
- KEY PROJECTS: D4K strategic plan, restructure of space and facilities management, Eubank gate construction project, Zero Waste initiative, workplace violence prevention, parking and traffic safety, and union negotiation contingency plans.

Experience Communications, LLC – Albuquerque, N.M.

www.experiencewriter.com

President, Owner (2012-2015)

- Developed outreach strategies for local businesses, non-profits, healthcare organizations, and utilities.
- Designed event publications, websites, and social media campaigns.
- Managed board and executive activities to increase organizational sustainability.
- Planned professional education and fundraising events targeting regional and statewide audiences

KEY CLIENTS: NM Diabetes Advisory Council | NM Architectural Foundation | Williamson Restoration

Southern California Edison – Rosemead, Calif.

www.sce.com/safety

Manager of Safety Communications & Outreach (March 2011- August 2012)

- Oversight of annual safety communication strategy for preventing injuries and fatalities.
- Led corporate Safety Culture initiatives, supporting grassroots teams by developing messaging.
- Managed creation, production, dissemination, and documentation of safety communications programs targeting the general public and high at-risk groups.
- Managed safety messaging for bill inserts, news releases, videos, newsletters, and social media.
- Developed, facilitated, and delivered safety presentations and trainings to targeted audiences; serving as company spokesperson on electrical safety issues.
- Cooperated with other utilities and organizations at the local, state, and national level to ensure consistent messaging and shared best practices.

Tri-State Generation & Transmission - Westminster, Colo.

www.tristategt.org

Strategic Communications Coordinator (June 2008– August 2010)

- Developed messaging for regional public relations campaigns for rural electric cooperatives, including energy efficiency efforts, new power generation projects, and regulatory issues (Colo., Neb., N.M., Wyo.).
- Led project teams to develop public participation plans; serving as spokesperson, advising on public affairs, and directing public involvement workshops for major capital projects.
- Speaker at national conferences on power line projects, energy efficiency, and renewable programs.
- Coordinated media and sponsorship events; planned annual meetings and employee events.
- Developed presentations for executive staff on resource planning efforts, renewable energy announcements, efficiency measures, and public affair strategies.

Writer/Editor (May 2004 – June 2008)

- Researched and wrote articles for magazine, requiring interviews of staff, board members, community leaders.
- Wrote, edited, and provided design direction for award-winning publications that include monthly employee newsletter, annual report, brochures, and project materials.
- Contributed to social media tools that informed public of company accomplishments.
- Served as project manager for website and employee intranet redesign.

American Lung Association of Colorado - Denver, Colo.

www.lung.org

Communications Coordinator (February 2001 – April 2004)

- Developed and maintained graphic standards for statewide publications and communications.
- Wrote media releases, organized press conferences, and served as spokesperson.
- Implemented special event plans, which included coordinating logistics and event marketing.
- Managed, edited, and designed three organizational newsletters.
- Designed promotional brochures and fundraising pieces for events and educational programs.
- Managed the design, content, and e-commerce activities of website.

New Mexico Museum of Natural History Foundation - Albuquerque, N.M.

Marketing Manager (June 2000 – January 2001)

- Developed marketing campaigns for museum, theater, and gift shop; securing sponsorships for exhibits.
- Responsible for organization and promotion of special events and other museum activities.
- Edited bi-monthly newsletter.

EDUCATION AND CERTIFICATIONS

The University of New Mexico

Majors: Communications & Journalism
Political Science

Graduated magna cum laude in University Honors

Colorado State University

Fort Collins, Colo.
Project Management Certificate Program

Certified Cooperative Communicator (CCC)

Administered by the National Rural Electric Cooperative Association
Served on the Editorial Advisory Board

Lean Six Sigma Green Belt

Trained and certified through Sandia Labs

Institute for Experiential Learning

Washington, D.C.
Embassy and Diplomatic Scholar

Accreditation in Public Relations (APR)

Administered by the Universal Accreditation Board of public relations professional organizations

Certificate in Public Participation Planning

Administered by the International Association for Public Participation
Specialized in Communication Techniques

National Incident Management System

Certificate from FEMA's Emergency Management Institute

PROFESSIONAL AWARDS

Cumbre Awards

NMPSA's award program for outstanding strategic public relations campaigns that incorporate research, planning, execution and evaluation.

2020: Integrated Communications Campaign (Bronze)

Eubank Gate Security Improvement Project

2021: Annual Observance Campaign (Gold)

National Preparedness Month

PR Daily's Video & Visual Awards

The most successful campaigns, initiatives, people and teams in the communication, PR, marketing and employee wellbeing industries.

2020: Internal Communications Video

Infrastructure Operations: D4K Day in the Life

Employee Recognition Awards

Sandia National Laboratories' annual recognition of those who have made uniquely outstanding contributions to a culture of excellence, to national security, and to Sandia's mission success.

Individual Leadership: 2017

Team Collaboration: 2018 (Facilities Management System), 2019 (FY19 PEAR, Sandia @ Buena Vista)
2020 (Eubank Gate Project, COVID-19 Communications)

Cooperative Communication Awards

The Spotlight on Excellence Awards program recognizes outstanding work produced by electric cooperative communication and marketing professionals from across the country.

Best Communications Campaign, Best Annual Report: 2009

Best Internal Newsletter: 2004, 2005, 2006, 2007

Best External Magazine: 2005, 2007, 2008, 2009

Best New Website: 2005

VOLUNTEER AND COMMUNITY OUTREACH ACTIVITIES

Public Relations Society of America (PRSA)

Employee Communications Sector
2022 Executive Committee Member

New Mexico Architectural Foundation

Provide pro-bono services to support educational outreach programs about state's architectural history.

St. Stephens United Methodist Church

Serve on committees, including various missions that support homeless families.

New Mexico Public Relations Society of America

Member since 2016
2022 President-Elect and APR Chair

Albuquerque Reads

Trained to help boost literacy achievement among struggling young readers in Albuquerque.

Southwest Canine Corps of Volunteers

Certified therapy dog outreach (Remington) with targeted outreach to emergency call operators.