

CATHERINE M. STAUB
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Leadership & Professional Experience

Founder and CEO of Lexicon Content Marketing

Des Moines, IA, 2003–present

Responsibilities: Provide consulting, project management, and account management to Lexicon's clients—including institutions of higher education, corporations, government agencies, nonprofit organizations, and associations—for services including content marketing, communications, marketing, PR, photography, graphic design and more. Manage staff of writers, editors, designers, photographer, and business developers. Oversee production of all magazines, communications, marketing collateral, and other works produced by the firm. Provide organizational leadership for growing corporation. Develop new business opportunities while overseeing and managing fulfillment of existing accounts. Provide professional development opportunities and coaching for full-time staff members. Direct daily business operations.

Fisher-Stelter Chair of Magazine Journalism

Drake University, 2015–present

Direct and advance a nationally recognized magazine media program. Oversee the E.T. Meredith Center for Magazine Studies.

Learning and Development Manager and National Implementation Team Consultant

Wells Fargo Home Mortgage, West Des Moines, Iowa, 2001–2003

Responsibilities (Learning and Development Manager): Provided training, communication, and development support to the sales and operations divisions of Wells Fargo Home Mortgage. Led and managed a team of operational support personnel. Worked with leadership to accomplish organizational goals and objectives. Managed program initiatives to accomplish annual goals and objectives. Oversaw contract project managers. Identified and built relationships with key constituents within the organization. Developed and recommended key message platforms that supported organizational goals and resonated with key constituents within the organization.

Responsibilities (Consultant): Developed and delivered training programs to effectively implement change initiatives. Developed strategic plans to ensure successful implementation of change initiatives impacting sales and operations divisions of Wells Fargo Home Mortgage. Recommended key message platforms that supported organizational initiatives. Developed communication plans. Raised awareness with key audiences about specific initiatives key to achieving organizational goals and objectives. Developed content to effectively communicate key organizational initiatives. Identified and built relationships with key constituents within the organization.

Associate Editor, Creative Development Group, Special Interest Publications

Associate Editor *Do It Yourself* Magazine

Associate Editor Meredith Books/Home Depot Books

Meredith Corporation, Des Moines, Iowa, 1998–2001

Responsibilities (Special Interest Publications and *DIY*): Wrote copy for a variety of Meredith Special Interest Publications. Coordinated and collaborated with designers and photographers. Reinforced and expanded the Meredith and Better Homes and Gardens brands by developing content that supports those brands. Created relevant editorial content for Meredith magazine programs. Oversaw freelance writers and editors in content development.

Responsibilities (Home Depot Books): Reinforced and developed The Home Depot Brand by providing content that supports that brand. Created relevant editorial and branded content through book programs throughout the United States and Canada. Identified and built relationships with key content experts to develop content that supports The Home Depot brand and core messaging. Developed content that engaged readers and sold books. Oversaw writers, editors, designers, and photographers in content development.

Teaching Assistant

Drake University School of Journalism and Mass Communication, 1997–1998

Planned lessons; assisted in implementing lessons in the classroom; organized and scheduled class activities.

Student Teaching Coordinator Graduate Assistant

School of Education, Drake University, Des Moines, Iowa, 1997–1998

Coordinated placement for Drake University student teachers in the Greater Des Moines area; supervised and evaluated student teachers at site schools; organized and promoted Drake University Student Teaching banquet

Coordinator, Moulton Bonus Days Drake Experience

1997
Coordinated week-long program for fourth and fifth grade students from Moulton Elementary School; developed and implemented lessons and activities at Drake University and Moulton Elementary School; recruited volunteers to assist with activities

Magazine intern, *The Iowan* Magazine

Des Moines, Iowa, 1997

Wrote and edited copy for *The Iowan* magazine. Researched and presented story ideas. Developed concepts for business growth opportunities and presented ideas to management.

Meredith Magazine Graduate Assistant

School of Journalism and Mass Communication, Drake University, 1996–1997

Provided support to the E.T. Meredith Distinguished Professor; assisted with the Drake University Center for Magazine Studies; assisted with management of undergraduate magazine major students and courses.

English Instructor, 1991–1996

Valley High School, West Des Moines, Iowa

Dowling High School, West Des Moines, Iowa

St. Albert High School, Council Bluffs, Iowa

Developed and implemented curriculum and assessments for eleven language arts courses; utilized presentation and time management skills with large and small groups. Assessed student performance and learning.

Educational History

Ed.D. Educational Leadership, Drake University, August 2003

Dissertation title: *A Learning Organization in a Lightning-Speed Economy: Can this Work?*

Ed.S. Education, Drake University, May 2000

M.A. Journalism and Mass Communication, Drake University, May 1997

Thesis title: *Self-Improvement and Teen Magazines: a matter of fashion and beauty: a content analysis of Sassy, Seventeen, and YM—teen magazines for adolescent females.*

B.S.E. Education and English, Drake University, December 1990

Additional Coursework

- English Composition and Rhetoric, Graduate courses, Iowa State University, 1994
- Summer Program: Iowa Writing Project, University of Iowa distance learning program, Council Bluffs, IA, 1992
- Summer Course: “Culture, Subculture, and Style,” Richmond College, London, England, June 1990

Service, Present and Past

- Judge, ASME Ellie National Magazine Awards for Print and Digital Media
- Board of Directors, Rotary Club of Des Moines
- Board Liaison, Communications, Rotary Club of Des Moines
- Rotary Youth Exchange Host, Rotary Club of Des Moines
- Rotary Youth Exchange Counselor, Rotary Club of Des Moines
- Rotary Youth Exchange Committee, Rotary Club of Des Moines
- Chair, New Member Orientation, Rotary Club of Des Moines
- Chair, Special Events, Rotary Club of Des Moines
- President’s Advisory Council, Buena Vista University, Storm Lake, Iowa
- Board of Managers, YMCA Y Camp
- United Way of Central Iowa: Strategic Communications Cabinet and Creative/Design/Production Co-Chair
- Conference Marketing Committee, Iowa Association of Business and Industry
- Advisor, *Drake Magazine*, Drake University
- Co-advisor, *The Annual*, Drake University
- Crew Scholars Mentor, Drake University
- Coordinator, Visiting Professionals Series, E.T. Meredith Centers for Magazine Studies, Drake University
- Co-chaperone, Magazine Media Majors travel experience to meet with publishers in New York City
- Co-host, Washington Mandela Fellows Young African Leaders dinner

- Host, Internship Panel, E.T. Meredith Center of Magazine Studies
- Treasurer, The Downtown School PTA
- National Advisory Council, Drake University School of Journalism and Mass Communications
- Board of Directors, East Des Moines Chamber of Commerce
- Language Arts Goals and Curriculum Committee, Valley High School, West Des Moines, Iowa
- Phase III Teacher Action Team Facilitator, Valley High School, West Des Moines, Iowa
- Language Arts Advanced Placement Portfolio Committee, Valley High School, West Des Moines, Iowa
- Special Methods Instructor, Drake University Teachers as Partners Program, Des Moines, Iowa
- NCA OA Steering Committee, Chairperson: Practical and Relevant Learning Committee, Dowling, West Des Moines, Iowa
- Authentic Assessment Committee, Dowling, West Des Moines, Iowa
- Assistant Track Coach: Des Moines Youth Track Team
- Tutor: Drake University Adult Literacy Program
- Tutor: Drake University Reading and Study Skills Clinic

Presentations and Workshops

- “The State of Journalism: How to Protect Your Brand in an Era of Fake News” for editorial staff, *Successful Farming*, Meredith Corporation, Des Moines, Iowa, March 2017
- “Dead Trees & Dot-Coms: How Magazines are Changing the World” for prospective students; Latino Expo, Drake University, Des Moines, Iowa, November 2016
- “Craft Your Message with Content Marketing” for educators, administrators, and executives; at Iowa Lakes Community College, Algona Campus, Algona, Iowa, October 2014
- “Craft Your Message with Content Marketing” for educators, administrators, and executives; at Iowa Lakes Community College, Estherville Campus, Estherville, Iowa, October 2014
- “Expand Your Business with Content Marketing” for business executives; at Executive Forums, Des Moines, Iowa, April 2014
- “Content Marketing & Social Media” for association executives and marketing directors; at the Iowa Society of Association Executives Membership Meeting, Des Moines, Iowa, February 2014
- “Extreme Makeover: Marketing Edition—Content Marketing” for marketing directors and business executives; at the Iowa Association of Business and Industry Manufacturing & Environment Conference, Des Moines, Iowa, October 2013
- “Before the Logo, Before the Brochure: Branding and Marketing Your Nonprofit Organization” at a Chrysalis-sponsored nonprofits workshop for nonprofit executive directors and marketing directors, Des Moines, Iowa, July 2011
- Authentic Assessment Workshop for educators and administrators, Des Moines Diocesan Schools, Des Moines, Iowa, 1994

Professional Conferences

- AEJMC, Minneapolis, Minnesota
- Content Marketing World, Cleveland, Ohio
- Iowa Association of Business and Industry Taking Care of Business Conference,
- ABI Manufacturing & Environment Conference, Des Moines, Iowa
- Custom Publishing Council Conference, New York, New York
- Folio Show, New York, New York
- BookExpo America, Washington, D.C. (2004); New York, New York (2005)
- Authentic Assessment, Minneapolis, Minnesota

Memberships

- Rotary Club of Des Moines, 2010–present
- Iowa Association of Business and Industry, 2010–present
- Better Business Bureau, 2006–present
- AEJMC, 2016–present
- CMA, 2016–present
- Custom Content Council/Custom Publishing Council, 2007–2010
- East Des Moines Chamber of Commerce, 2006–2011
- Iowa Society of Association Executives, 2010–2011
- Kappa Delta Pi, Omicron Delta Kappa, Phi Eta Sigma

Awards and Honors

- Rotary International Paul Harris Fellow
- Pearl Award, Editorial, Best New Newsletter, *eco@home*
- Communicator Award, Award of Distinction, Best Internal Magazine, *Hy!* magazine
- Communicator Award, Award of Distinction, Best Copywriting, *Hy!* magazine
- SBA Emerging 200 Executive Program
- Service Excellence Award, Wells Fargo Home Mortgage