

# Lauren M.G. Burt

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## WORK EXPERIENCE

### **Worldwide Communications Manager**

*Kemin Industries*

**Des Moines, IA**

December 2016 – Present

- Responsible for managing all external global corporate communications and public relations
- Serve as official global spokesperson for the company
- Create and lead worldwide communications strategy to promote the Kemin brand
- Execute national and international communications to advance the Kemin global footprint
- Serve all Kemin business units for worldwide communications initiatives
- Manage all local and global Kemin community giving and engagement
- Serve as global Kemin representative for World Food Programme efforts and initiatives
- Work with global Kemin marketing teams in numerous countries
- Manage Kemin social media and global crisis communications
- Create executive and corporate communications for leadership team
- Assist with global events and product launches
- Manage and grow worldwide communications team

### **Manager of Corporate Communications**

*Meredith Corporation*

**Des Moines, IA**

February 2012 – November 2016

- Created, managed and coordinated employee communications for more than 4,000 employees
- Executed all internal communications for 25 domestic office locations
- Organized and created communications, presentations and logistics for 25 national all-employee meetings
- Served as media relations liaison and spokesperson for 17 national TV stations
- Led company-wide human resources, benefits, IT and wellness communications
- Produced communications for executive team including Chairman and CEO
- Oversaw and managed company-wide intranet, digital platforms and employee newsletters
- Worked with Meredith brands and departments on company-wide initiatives, programs, events and media
- Initiated and implemented social media on behalf of Meredith Corporation
- Facilitated and managed annual Meredith Apprenticeship Program and university relationships
- Staffed executives and corporate officers for national all-employee meetings

### **Director of Media & Marketing for Economic Development**

*The Greater Des Moines Partnership*

**Des Moines, IA**

August 2009 – February 2012

- Public relations director for all national media placements and promotion of Greater Des Moines
- Served as official spokesperson for all economic development media requests
- Secured more than 75 national media placements including top-tier *Forbes* rankings
- Initiated, developed and maintained all social media efforts for the organization
- Created and implemented branding and social media standard guides for organization
- Coordinated national media relations for the 2012 Iowa Caucus
- Created and executed regional marketing initiatives and campaigns
- Managed economic development newsletters, marketing pieces and tradeshow exhibits
- Implemented regional programming, events and marketing efforts to highlight economic development
- Developed and managed websites for economic development and workforce divisions
- Served as media lead for annual Washington D.C. policy trip
- Provided regional tours for incoming executives to Greater Des Moines

### **Public Relations Account Executive**

*The Integer Group*

**Des Moines, IA**

December 2008 – June 2009

- Public relations client representative for the Iowa Department of Economic Development
- Cultivated statewide and national media to promote Iowa and economic initiatives
- Planned, coordinated and executed social media for GenerationIowa.com
- Served as media relations liaison for the Generation Iowa Commission
- Recipient of PRIME Award from Public Relations Society of America for Generation Iowa social media
- Cultivated new client business and signed Iowa Health System as first healthcare client for the agency
- Served as public relations liaison for Iowa Health System
- Promoted Iowa Health System and initiatives to national media

**Events Coordinator***Office of the Governor of Iowa**Governor Chet Culver and Lt. Governor Patty Judge*

- Created, planned and executed public and private events for the Governor, Lt. Governor and First Lady
- Director of more than a dozen official annual events at the State Capitol and Governor's Mansion
- Served as speaking/outreach surrogate for the Governor, Lt. Governor and First Lady
- Assisted in speech writing and prepared remarks for official events
- Director of numerous advance trips for statewide events
- Member of the Governor's Diversity Committee
- Established and maintained communications with statewide constituents
- Office liaison for State Legislature for events during session

**Des Moines, IA**

January 2007 – November 2008

**Youth Outreach/Special Events Coordinator***Iowa Secretary of State Office*

- Coordinated, marketed and executed statewide voter outreach events
- Organized statewide 2006 Student Mock Election as lead coordinator for more than 30 schools
- Served as assistant coordinator for Capitol Youth Days with more than 300 Iowa students
- Promoted civic participation and voting education to Iowa youth
- Served as media liaison for national media for the statewide General Election
- Assisted with media relations and official communications

**Des Moines, IA**

May 2006 – December 2006

**EDUCATION****Iowa State University**

Bachelor of Arts, Journalism and Mass Communication  
Minors in English and Fashion Design

**Ames, IA****The Etiquette Institute**

Nationally Certified Etiquette & Protocol Consultant

**St. Louis, MO****COMMUNITY INVOLVEMENT & ACCOLADES****Des Moines Arts Festival***Board Member, 2018 – Present***Winefest Des Moines***Board Member, 2017 – Present***Bravo of Greater Des Moines***Board Member, 2015 – Present***NEXUS Executive Women's Alliance***Member, 2015 – Present***Greater Des Moines Public Art Foundation***Board Member, 2014 – 2018***2012 Young Professional of the Year***The Des Moines Register and Juice, 2013***Junior League of Des Moines***President, 2011 – 2012***Business Record's Forty under 40 Award***Class of 2010***Iowa Commission on Volunteer Service***State Commissioner, 2009 – 2012***Greater Des Moines Leadership Institute***Graduate of the 2008 – 2009 Class***Lt. Governor's Volunteer of the Year Award***2008*