

Lauren M.G. Burt

210 E. Walnut Street #415 • Des Moines, IA 50309 • 515-249-4219 • lmgburt@gmail.com

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
- Build and lead a 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 community giving and engagement
- Work with Kemin global marketing teams in numerous countries
- Implement and 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****Winefest Des Moines***Board Member 2017 – Present***Bravo of Greater Des Moines***Board Member, 2015 – Present***Greater Des Moines Public Art Foundation***Board Member, 2014 – Present***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*