# Lauren KWIATEK

LaurenKwiatek.com
310-622-2082
LaurenKwhat@gmail.com

***Brand & Creative Strategy Leader with 15+ years of experience advancing global employer branding and enterprise design. Differentiated by end-to-end ownership of employer brand, from strategy and concept to execution, optimization, and executive reporting, enabling high-impact initiatives and strong team leadership. Translates vision into measurable impact through creative direction, digital innovation, and data-driven strategy.***

## EXPERIENCE

### Employer Brand Manager
**Farmers Insurance**
*2019 – Present*

- Own and leads the enterprise employer brand and talent brand ecosystem end to end, activating full-funnel initiatives across recruiting, culture/EX, DEI, CSR, innovation, and priority business objectives.
- Spearheaded and single-handedly built the enterprise EVP/PVP, leading research, sentiment analysis, employee listening, and executive alignment; delivered a modern, scalable people promise reaching 16,000+ employees and candidates.
- Drive channel excellence across LinkedIn, Instagram, and TikTok, generating millions of annual impressions, industry-leading average engagement, and significant applicant-volume lifts, positioning Farmers as an employer of choice.
- Validate employer brand credibility through outcomes, with the vast majority of new hires hires citing employer brand channels as their clearest view of company culture and sustained positive sentiment.
- Advise and influence senior leadership, embedding employer brand into marketing and talent strategy and using analytics-driven insights to inform executive decision-making and long-term direction.
- Optimize platforms, governance, and brand standards, scaling enterprise content and culture communications to thousands of assets and 400+ stakeholders, increasing publishing cadence to 3.6x industry norms.
- Additional participation: National ERG lead and advisor, Versa Vantage Leadership Program graduate, Enterprise Culture Council, Recognition Team, DEI Council, Lean In member, Employee Experience Team Co-lead.

### Senior Creative Designer
**Farmers Insurance**
*2017 – 2019*

- Led creative efforts in Enterprise Marketing, partnering across business units to deliver impactful, multi-channel visual communications, including digital, print, video, motion graphics, and interactive experiences, that strengthened brand positioning and engagement.
- Oversaw end-to-end development of strategic marketing assets including brochures, digital campaigns, website content, internal media, interactive presentations, and conference materials, ensuring alignment with organizational objectives and brand standards.
- Served as principal photographer for corporate initiatives, producing high-quality imagery for executive profiles, brand ambassadors, and internal/external events, and supporting engagement for 400+ stakeholders across the organization.

### Visual Interactive Designer
**Match Group**
*2013 – 2017*

- Championed strategic design for interactive ad campaigns and digital assets across Match Group brands, driving innovation and elevating brand presence through data-driven creative strategies.
- Led cross-functional collaboration with marketing leadership, product teams, and developers to align creative execution with business objectives, while mentoring emerging talent and supporting leadership development initiatives.
- Directed end-to-end delivery of high-impact marketing solutions, including banners, video content, CRM communications, and landing pages, while managing partnerships with top-tier platforms like Google, Meta, and Yahoo to maximize ROI and visibility.

## EDUCATION

### Capella University
*Minneapolis, MN*

**Master of Business Administration (MBA)**
*Completed in 2025*
**GPA:** 4.0

Delta Mu Delta Member (International Honor Society in Business)

### Western Washington University
*Bellingham, WA*

**Bachelor of Arts, Design**
*Completed in 2011*

**Major:** Design
**Minor:** Communication

## LEADERSHIP & GOVERNANCE

### Employee Resource Group (ERG)
**National Advisor: Women's Inclusion Network (WIN)** (2025 – Present)
**National Lead: Women's Inclusion Network (WIN)** (2023-2025)
***Farmers Insurance***

- Directed strategic vision for a 6,000+ member ERG, influencing DEI priorities and advising senior executives on inclusive leadership.
- Drove enterprise DEI strategy through WIN initiatives, embedding inclusion and collaboration into organizational culture.
- Led a cross-functional national team of 25+ people to advance equitable access, amplify diverse voices, and strengthen engagement.
- Implemented metrics to measure ERG impact, ensures compliance, and delivers insights that guide leadership decisions.

### VP, Board of Directors
**Dai Vernon Foundation** (2018-2024)

- Provided strategic leadership for a nonprofit advancing the art of magic through education, recognition, and financial aid.
- Drove fundraising and donor engagement to secure resources that sustained programs and expanded impact.
- Oversaw equitable distribution of annual grants aligned with mission and values.
- Established governance standards and performance metrics to ensure transparency and operational excellence.

## EXTRA PIZAZZ

### Professional Magician
**Focus on Close-up Magic** (2014-Present)

- Magician and member of the Academy of Magical Arts, the International Brotherhood of Magicians, and the Society of American Magicians. First female to present a close-up lecture at Magic Live, the largest U.S. magic convention.
- Clients Include: Celebrities, ABC Nightline, CollegeHumor, theStream.tv, Magic Monday LA, CHOC, Miller Children's Hospital, WriteGirl, and many more.

### Volunteering
**Strategic Artificial Intelligence Program Advisor** (2025 – Present)
*University of San Francisco*

**Academy of Magical Arts** (2021 – Present)
*Audition Committee Member, Nominating Committee Member*