

# Lauren

## KWIA TEK

*Brand & Creative Strategy Leader with 15+ years experience advancing global employer branding and enterprise design. Transforms vision into measurable impact through creative direction, digital innovation, and data-driven strategy. Expert in leading cross-functional teams to elevate reputation and accelerate growth.*



LaurenKwiatek.com



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## EXPERIENCE

### Employer Brand Manager

#### Farmers Insurance

2019 – Present

- Owns and leads the enterprise employer brand/talent brand ecosystem, activating full-funnel campaigns, across recruiting, culture/EX, DEI, CSR, innovation, and high-priority initiatives. Drives channel excellence across LinkedIn, Instagram, and TikTok, generating 3M+ annual impressions and average 22% ER, significantly increasing applicant volume, brand visibility, and competitive positioning
- Spearheaded and single-handedly built enterprise PVP/EVP from ground up as Creative Director and end-to-end owner—leading research, sentiment analysis, employee listening, and cross-functional focus groups; defining strategy and creative expression; and aligning exec leadership. Delivered modern playbook and activated the EVP across talent, culture, and comms, establishing unified people promise reaching 16,000+ employees and candidates.
- Provides enterprise-level creative and strategic EB leadership, generating 3M+ annual impressions, positioning Farmers as an employer of choice.
- Advises and influences senior leadership; embeds EB into marketing strategy; validated by 93% of new hires citing EB channels as their clearest view of Farmers culture.
- Optimizes platforms, governance, and brand standards—driving 10–25% applicant-volume lifts, sustaining 78% positive sentiment, and managing reputation across four major review sites.
- Scales enterprise content and culture comms—producing thousands of assets for 400+ stakeholders, increasing publishing cadence to 3.6x industry norms, and elevating storytelling reaching 18,000+ employees.

### 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

### 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