

# Lauren

## KWIATEK

*Employer Brand Director and Creative Strategy Executive with 15+ years of end-to-end ownership across Employee Value Proposition (EVP) development, full-funnel talent marketing, enterprise design, and executive reporting at Fortune 500 scale. Architected Farmers Insurance's enterprise employer brand strategy and infrastructure from the ground up, building the people promise, the channels, the content systems, and the measurement framework that turned employer brand into a measurable business driver.*



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## EXPERIENCE

### Employer Brand Manager

#### Farmers Insurance (Fortune 500)

2019-2026

*End-to-end owner of Farmers' enterprise employer brand ecosystem for a 16,000+ employee organization. Partnered with Zurich Insurance's global EB team on EVP framework development, joint campaigns, and vendor strategy.*

- Sole architect of Farmers' enterprise EVP, led research, employee listening, sentiment analysis, and executive alignment. Delivered in-house what agencies charge \$100K+.
- Drove 22% average engagement and 10–25% applicant-volume lifts, with year-over-year reductions in time-to-hire by building candidate familiarity before applicants entered the funnel.
- Reinforced alignment from first touchpoint through 45-day onboarding, 86% of new hires confirmed pre-hire content reflected their lived experience, reducing regrettable turnover by 10% YoY.
- Built and scaled enterprise content, visual identity systems, and internship program brand across recruitment marketing, social, OOH, and digital, thousands of assets at 3.6x industry cadence, without adding headcount.
- Recognized as a high-performer, selected for Employee Experience Team Co-lead, Versa Vantage Leadership Program, and Enterprise Culture Council. Tools: Sprout Social, Phenom CRM, LinkedIn Talent Solutions, Copilot, Adobe CC.

### National Employee Resource Group (ERG) Lead and Advisor

#### Women's Inclusion Network (WIN)

#### Farmers Insurance – Concurrent with Employer Brand Manager role

2023-2026

- Directed national strategy for a 6,000+ member ERG, leading a cross-functional team of 25+ across Communications, People, Community, Operations, and Belonging.
- Established metrics framework for ERG effectiveness, delivering data-driven insights to leadership and advising senior executives on DEI priorities.

### Senior Creative Designer

#### Farmers Insurance

2017-2019

- Served as Creative Director for Toggle Insurance, building the brand's digital presence from the ground up.
- Led multi-channel creative across digital, print, video, motion graphics, and interactive experiences; served as principal photographer for executive profiles and enterprise events.
- Designed all creative assets for the Farmers Insurance Open (2018 and 2019), producing event signage, digital campaigns, and brand materials for one of the PGA Tour's marquee tournaments.

### Visual Interactive Designer

#### Match Group

2013-2017

- Led Creative Strategy across 40+ Match Group brands, driving conversion and revenue growth through data-driven campaign design.
- Executed the New Year's Mystery Deal campaign, generating \$183,000 in revenue within three days.
- Increased overall conversion by 10% using A/B testing and display ad analytics; managed partnerships with Google, Meta, Yahoo, Pandora, and MLB.com.

## ACHIEVEMENTS

- **\$100K+** saved by building Farmers' enterprise EVP entirely in-house, solo, what agencies charge six figures to produce.
- **3M+ annual organic impressions, 22% average engagement, and 10–25% applicant-volume lifts** across LinkedIn, Instagram, and TikTok.
- On new hire survey, **93% of new hires cited employer brand channels** as their clearest view of company culture.
- **86% of new hires confirmed** pre-hire content accurately reflected their lived experience at 45 days.
- **78% sustained positive sentiment** across major review platforms.
- **10% YoY reduction in regrettable turnover** through higher-fit candidate attraction and precision storytelling.
- **Scaled content to thousands of assets** at 3.6x industry publishing cadence, without adding headcount.
- **First female** to present a close-up lecture at Magic Live, the largest U.S. magic convention

## 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

### Strategic AI Program Advisor University of San Francisco

2025-Present

- Selected by invitation only to advise on an executive-level initiative advancing informed, ethical AI decision-making at the highest levels of organizational leadership.
- Audits the AI certification curriculum multiple times annually, delivering structured feedback on program scope, driving discussions on how human-centered agentic leadership can bridge process automation with employee and customer trust.
- Collaborates with distinguished leaders to shape a first-of-its-kind program bridging next-generation AI capability with human-centered operational discipline.

### VP, Board of Directors

#### Dai Vernon Foundation

2018-2024

- Provided strategic leadership for a nonprofit advancing magic through education, recognition, and financial aid, driving fundraising, donor engagement, and equitable grant distribution.
- Established governance standards and performance metrics ensuring transparency and board accountability.
- Built the foundation's visual identity from scratch, designing the logo, brand guidelines, and all annual fundraiser collateral.

### Audition Committee Member

#### Academy of Magical Arts (AMA) – The Magic Castle

2021-Present

- Evaluates prospective magician members monthly through structured auditions upholding the AMA's rigorous membership standards, and mentors candidates who do not initially pass to help them develop their craft and earn membership.

### Nominating Committee Member

#### Academy of Magical Arts (AMA) – The Magic Castle

2021-2022

- Identified, interviewed, and selected highly qualified nominees for open Board of Directors seats, championing a transparent nominations process that strengthened membership confidence in AMA governance.

## EXTRA PIZAZZ

### Professional Close-Up Magician

2014-Present

- Member: Academy of Magical Arts (AMA), International Brotherhood of Magicians, and Society of American Magicians.
- First female to present a close-up lecture at Magic Live, the largest U.S. magic convention, a recognition of both technical mastery and the ability to engage, teach, and inspire a room.
- Clients include celebrities, ABC Nightline, CollegeHumor, CHOC, Miller Children's Hospital, and Netflix.

*Magic and employer branding share a core skillset: understanding people, shaping perception, earning trust, and creating moments that stick.*

## EMPLOYER BRAND ACTIVATION

### Enterprise Employee Value Proposition/People Value Proposition (EVP/PVP)

- Sole architect of Farmers' EVP, led research, employee listening, sentiment analysis, and executive alignment from discovery through full activation. Delivered in-house what agencies charge \$100K+.
- Activated across all owned talent brand channels, major review platforms, and a comprehensive employer brand playbook.
- Partnered with Zurich Insurance's global EB team over two years on framework development, joint campaigns, and vendor strategy.

### Employee Advocacy & Social Media Toolkit

- Launched a scalable, always-on employer brand content system powered by employee voice, including branded LinkedIn headers, legally approved "Offer Accepted" images, ERG leader brag badges, and sales producer brag badges for multi-channel use.
- Extended organic reach through employees' personal networks, surfacing Farmers to passive candidates outside owned channels.
- Reinforced equity in visibility by giving all employees, regardless of level or function, access to the same high-quality employer brand tools.

### CRM Recruitment Marketing & Talent Community

- Built and managed a talent community and AI-powered candidate pipeline program within Phenom CRM, keeping past applicants warm and engaged for future roles through personalized email journeys.
- Leveraged Phenom's AI resume parsing to segment candidates by background, including military service, career breaks, and industry history, and match them to relevant ERGs, cultural moments, and tailored messaging.
- Contributed to reduced time-to-hire by maintaining a pipeline of pre-vetted, brand-familiar candidates ready for recruiter outreach, improving candidate quality and recruiter efficiency.

## SOCIAL MEDIA STRATEGY

### TikTok – @ThisIsFarmers

#### Founder & Sole Owner • Zero Paid Media

- Repositioned Farmers as a modern employer of choice for Gen Z through platform-native storytelling across three pillars: Talent Acquisition, People & Culture, and TikTok Trends. Top-performing videos: 107.1K, 95.1K, and 50.6K views — all organic.

### Instagram – @ThisIsFarmers

#### Founder & Sole Owner • Zero Paid Media

- Built a dedicated employer brand channel separate from consumer messaging. Launched Talent Tuesday, a weekly Stories campaign with direct apply links, driving significant applicant-volume lifts for featured roles.

### LinkedIn – Enterprise Strategy

#### Employer Brand & Social Media Lead

- Managed a single enterprise channel serving recruitment marketing, PR, sponsorships, and employer brand across 247,000+ followers. Built and activated an employee advocacy program across 16,000+ employees.