

# LAURA MCHUGH

## STRATEGIC MARKETER, WRITER, & DIGITAL CONTENT CREATOR

Passionate and creative marketing strategist and digital content creator with 10+ years of B2B and B2C experience at global technology companies, international nonprofits, and education-focused organizations. Exceptional communicator, leader, strategist, and collaborator.

### CONTACT

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### CORE COMPETENCIES

Digital Content Strategy and Development

5 years

Writing and Editing

10+ years

Digital Video Production

10+ years

Social Media Strategy

8 years

Email Marketing

6 years

Audience Research

3 years

Communications / Media Relations

5 years

### HARD SKILLS

Front-End Web Design / UX  
Project management & Budgeting  
Mailchimp, Hubspot, Constant Contact  
CMS: Wordpress, Drupal  
Adobe Suite  
Salesforce Marketing Cloud  
Adobe Analytics, Google Analytics  
JIRA, Monday.com, Trello

### EDUCATION

#### Hubspot Academy

Content Marketing Certificate

#### Google

Project Management: Professional Certificate

#### General Assembly

Front-End Web Development Certificate

#### The College of Wooster

Bachelor of Arts (BA) Political Science, College newspaper editorial board, local journalist

### WORK EXPERIENCE

#### Marketing & Communications Director

##### InnovateEDU

Jan 2024 - Present

- Leading the marketing, communication, and events team for an education policy nonprofit. InnovateEDU catalyzes education transformation by bridging gaps in data, policy, practice, and research, centering the needs of the field to accelerate innovation toward an equitable, inclusive, and radically different future for all learners.
- Strategic Leadership and Brand Management:** Develop and execute comprehensive marketing and communications strategies aligned with InnovateEDU's mission and goals. Oversee brand management to ensure consistency and enhance the organization's visibility and reputation.
- Content Creation and Digital Marketing:** Direct the creation and management of high-quality content across various platforms, including websites, social media, newsletters, and promotional materials. Develop and manage digital marketing campaigns, analyze performance metrics, and adjust strategies for optimal results.
- Media Relations and Event Promotion:** Serve as the primary media contact, cultivating relationships with key outlets and coordinating interviews. Plan and execute marketing and promotional activities for InnovateEDU events, including in support of White House and Department of Education events, ensuring cohesive messaging and brand alignment.
- Stakeholder Communication and Thought Leadership:** Develop strong relationships with internal and external stakeholders, creating communication plans to keep them informed and engaged. Establish InnovateEDU as a thought leader in the education sector through strategic content and public engagements.
- Team Management:** Lead, mentor, and develop the marketing and communications team, fostering a collaborative and innovative environment.
- Project Management:** Oversee marketing and communications plans for five branded projects within InnovateEDU, ensuring each project has a tailored strategy to meet its specific goals and objectives.
- Projects:** EDSAFE AI Alliance, Educating All Learners Alliance, National Partnership for Student Success, Project Unicorn, The Pathways Alliance

#### Global Content Segment Strategist, Education

##### Lenovo

Mar 2021 - May 2023

- Content strategy lead for the Education segment on the worldwide eCommerce team of the world's #1 PC manufacturer.
- Owned the development of an internal education playbook to guide Lenovo global teams on customer research and insights, value proposition, strategy, guidance, assets, and overall eCommerce go-to-market strategy to engage Gen Z students.
- Developed content strategy and drove impactful marketing campaigns aligned with business objectives resulting in \$4.5M total revenue participation and 328K worldwide visits, with 58% first-time visits, 93% of revenue participation from first-time buyers in FY23.
- Implemented year-round content calendar and owned content partnerships with high-profile thought leaders and brands such as Monica Burns, Ed. aka ClassTechTips and CBS' Mission Unstoppable.
- Created several original video series including a 17-part video series that answered customer questions and promoted Lenovo's esports initiatives (seen by 27K community audience).
- Managed agency partners and freelance content producers; Wrote and edited articles

#### Manager, Marketing, Communications, and Engagement, Education

##### National Geographic

Apr 2018 - June 2020

- Marketing and communications lead for National Geographic suite of education programs including the National Geographic Geo Bee.
- Owned \$575K annual marketing budget and developed integrated marketing strategies to reach targeted audiences (paid ads, social, blog, email, print, in-person events, and conferences).
- Developed messaging and marketing strategy for annual registration of 9,000+ schools/educators and 2.5M students.
- Led communications for National Geographic suite of Education programs.
- Developed and nurtured relationships with high-profile media outlets including NPR, CBS, and The Washington Post.
- Supported COVID-19 crisis communications, including national event cancellations and messaging of newly developed "learn at home" resources and programs.
- Developed email marketing strategies to return and new business audiences, including lead gen campaigns for 220K+ new business contacts.
- Led education program website redesign project including overhaul of page content and directing a product photoshoot with National Geographic photographers.
- Contributed expertise on messaging for DEI steering committee. Supervised and mentored Interns.
- Managed summer interns and agency partners.

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## AWARDS

### 2022 Webby

Won a People's Voice Webby for Technical Achievement for Expedition Palau (a synchronized virtual scuba dive) with The Hydrous Virtual Dive Team sponsored by the LenovoEDU Community.

### 2020 Webby (2)

Awarded 2 Webby's for National Geographic Education Resource Library: People's Voice Winner Websites and Mobile Sites Science and People's Voice Winner Websites and Mobile Sites Best Writing (Editorial)

## INTERESTS



Volunteering



Film



Books

## VOLUNTEERING

Team member @ **Volunteers for Outdoor**

**Colorado** May 2023 – Present

Volunteer @ **Oasis West Wash Park**

Mar 2023 – Present

Team member @ **HistoriCorps**

Aug 2020 - Jun 2022

Produce Plus volunteer @ **DC Greens**

Nov 2018 - Aug 2017

Docent @ **United States Holocaust Memorial**

**Museum** Jan 2009 – Feb 2010

## WORK EXPERIENCE (CONTINUED)

### Digital Marketing Manager

#### Exponent Philanthropy

September 2015 - January 2018

- Marketing manager for a philanthropy-focused nonprofit membership organization.
- Developed email marketing strategies to reach 12K+ contacts and created content for members, corporate partners, and new audience email communications.
- Led website redesign and CMS migration from Sitefinity to WordPress.
- Managed agency partners.

### Digital Media and Events Coordinator

#### Mathematical Association of America (MAA)

Oct 2013 - Aug 2015

- Continued to lead social media growth strategy that increased Twitter followers to 50K and Facebook to 35K (over 5 years through organic reach)
- Developed partnership between MAA and Google to share video content with K-12 classes internationally; Increased Google+ following from 500 to 200K in 12 months.
- Created and produced Curriculum Inspirations by Jim Tanton video series (221 videos on YouTube) to share advanced math content with upper elementary and middle school students.
- Managed MAA Carriage House (private event space) and increased revenue by 15% YOY.

### Marketing Coordinator

#### Mathematical Association of America (MAA)

Nov 2012 - Oct 2013

- Directed social media growth strategy for Facebook, Twitter, and Google+ channels.
- Shot and developed assets as the organization's graphic designer and event/conference photographer for print/digital materials (producing 2,000+ images and graphics).

### Editorial Assistant

#### Mathematical Association of America (MAA)

Oct 2009 - Nov 2012

- Executed content and social strategy for upper-level mathematics education membership organization.
- Drove increase in Twitter audience from >100 to 11,000 and Facebook audience from >200 to 9,000, mostly higher education educators and students.
- Developed and executed content strategy for multiple Wordpress blogs, driving 500K visits.
- Wrote press releases and daily articles.
- Created videos and podcast series.

### Line Producer

#### Foreign Exchange with Daljit Dhaliwal on PBS

Dec 2008 - Oct 2009

- Wrote/edited scripts, handled logistics and pre-interviewed high-profile guests including Queen Noor Al-Hussein, award-winning author Azar Nafisi, policy expert Nury Turkel, and human rights activist John Prendergast.
- Developed 29 episodes of foreign affairs talk show on PBS.

### Writer/Editor

#### The College of Wooster Office of Public Affairs

Aug 2005 - July 2008

- Lead writer and editor producing press releases, student profiles, and feature-length articles for campus communications office and College of Wooster alumni magazine.

### Staff Writer

#### Wooster Weekly News

Aug 2005 - Oct 2006

- Reporter covering local elections, sports, and crime for weekly newspaper (circulation 15,000+)

## CONSULTING

Marketing Consultant @ **American Striping** 2021

Digital Multimedia Manager @ **Digital District**

(Elected position) Jul 2013 – Dec 2016

Social Media Consultant @ **Project Enye** Aug

2014 – Dec 2014

Editor @ **American Missile Defense: A Guide to**

**the Issues** 2009