

Laura McHugh

Strategic Marketing Leader Driving Impact Across Tech, Education, and Social Good

A strategic marketing and communications leader with deep experience across global technology companies, mission-driven nonprofits, and education-focused organizations. Known for combining a sharp editorial perspective with audience insight and data-driven strategy, I craft campaigns that drive engagement and reflect organizational values. From leading digital initiatives at Lenovo and National Geographic to advancing equity-centered storytelling at InnovateEDU, I deliver results across a range of platforms and audiences. Equally adept at executive-level coordination and grassroots content creation, I ensure every project reflects purpose, resonates with its audience, and advances the mission.

Core competencies:

Integrated Marketing Strategy

Content Strategy

Writing & Editing

Social Media Marketing

Video Production

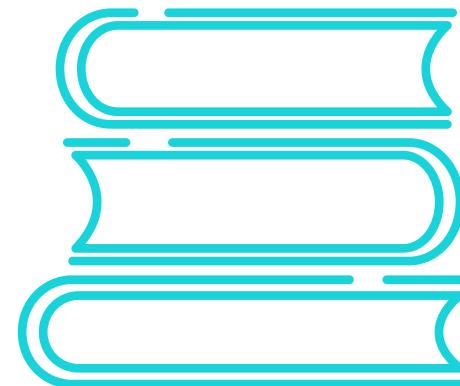
Email Marketing

Communications

Events

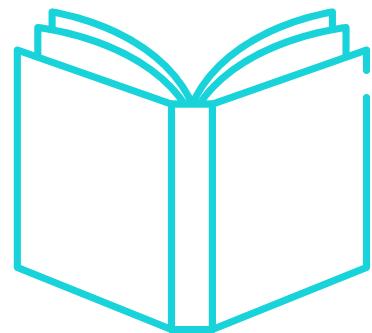


Work Experience



<u>InnovateEDU</u> Marketing & Communications Director leading a team of two focused on strategy, execution, and events for multi-project, education policy nonprofit.	<u>Lenovo</u> EDU digital content strategy lead for global teams, Gen Z audience research and strategy, original video and online content production	<u>National Geographic</u> Marketing strategy and implementation, education communication lead, media relations, content writer	<u>Exponent Philanthropy</u> Digital Marketing including email marketing and web design for philanthropic membership association	<u>Mathematical Association of America</u> Email marketing, social media strategy, event management for education association	<u>Foreign Exchange on PBS</u> Video production, logistics, pre-interview, script writing for foreign affairs talk show	<u>The College of Wooster</u> Wrote/edited press releases, student profiles, and features for communication s office and alumni magazine
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Education



General Assembly

Digital Marketing

Data Analysis

Front End Web Development

College of Wooster

BA in Political Science

Chief staff writer, college newspaper

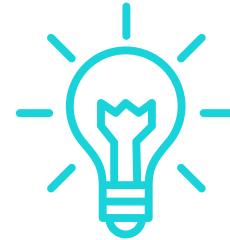
Reporter for two local newspapers

Public relations for college PR office

Corcoran College of Art+Design

Web and Graphic Design

Core Competencies



Digital Content Strategy



Writing & Editing



Social Media Marketing



Video Production



Email Marketing



Communications



Events

Segment Strategy

Lead content strategist for Lenovo's education segment on the worldwide team developing strategy and guidance for teams in AP, EMEA, LAS, and NA.

Audience Research

As education marketing lead at Lenovo and National Geographic, I guided education marketing strategy, including being up to date on education trends and research for Gen Z student, educator, and parent/guardian audiences.

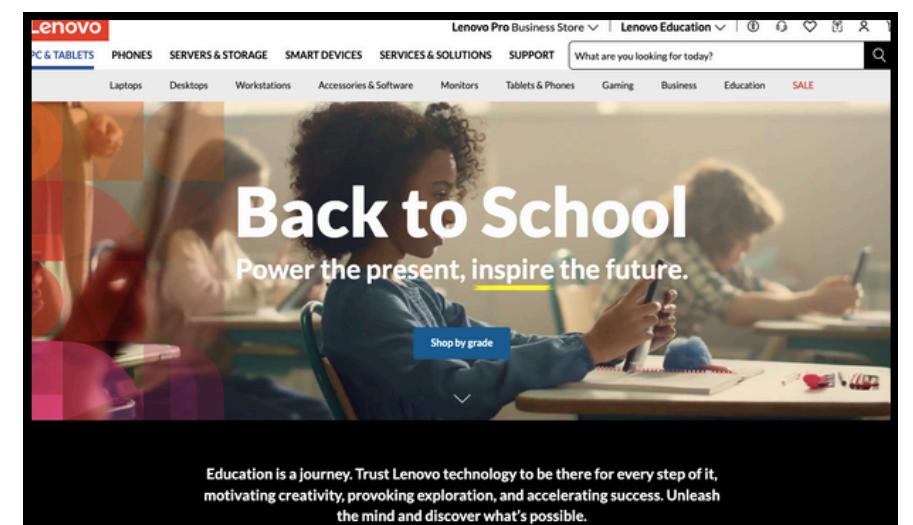
Playbook Development

Led development of an education playbook for Lenovo that included an audience survey, research, messaging, a go-to-market plan, and assets from a photoshoot. Presented the playbook to leadership and worldwide teams. The playbook shifted Lenovo's global strategy for education to focus more on Gen Z.

Content Strategy

2.5

Years of Experience
in a dedicated role



Back to School Campaign Website for
Lenovo



Original podcast series developed for
Lenovo



Content Marketing

I have extensive experience writing for the web. From blog posts to newsletters to social posts to community content and digital copy, I'm a strategic thinker when it comes to developing content that meets audience needs and tells an organization's story in an authentic and creative way.

Public Relations

Developed messaging, media alerts, and press releases while working for InnovateEDU, National Geographic, Mathematical Association of America, and The College of Wooster Office of Public Relations

Thought Leadership

At InnovateEDU, I worked with the CEO, senior leadership, project leads, and outside partners to craft thought leadership posts.

Journalism Background

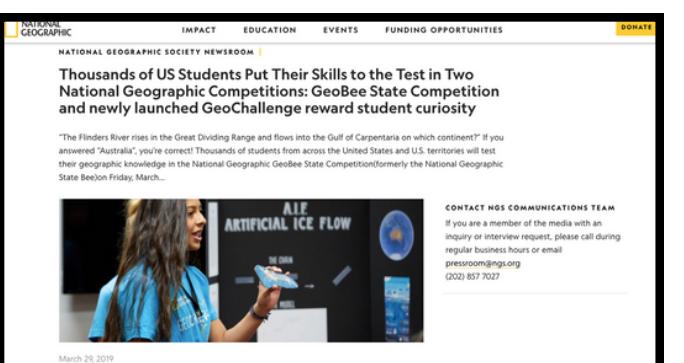
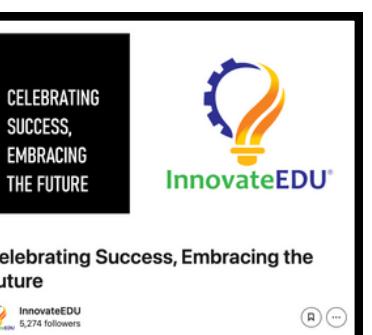
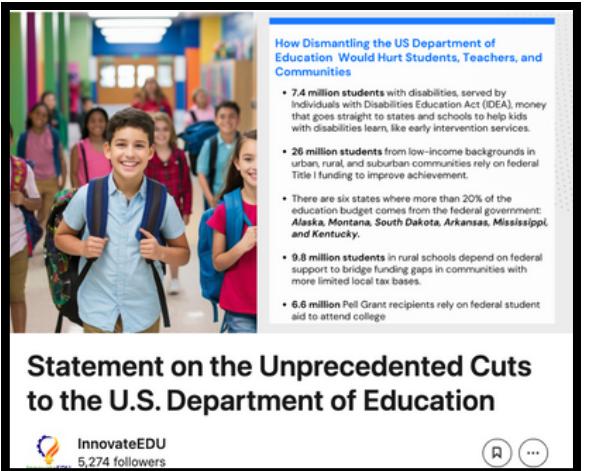
While in college, I worked for two local newspapers covering local elections, sports, and crime. I was also Chief Staff Reporter on the College's student newspaper.

Writing & Editing

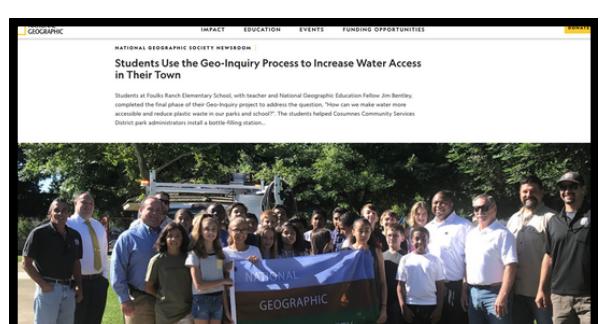
14

Years of Experience

THOUGHT LEADERSHIP ARTICLES FOR
INNOVATEEDU AND PROJECTS



COLLECTION OF WRITING FOR NATIONAL GEOGRAPHIC



Roles

InnovateEDU: As Marketing & Communications Director, I implemented org-wide best practices for posting on social media and realigned KPIs to focus on quality, instead of quantity.

Lenovo: Developed content for Lenovo Education channels on Twitter and LinkedIn.

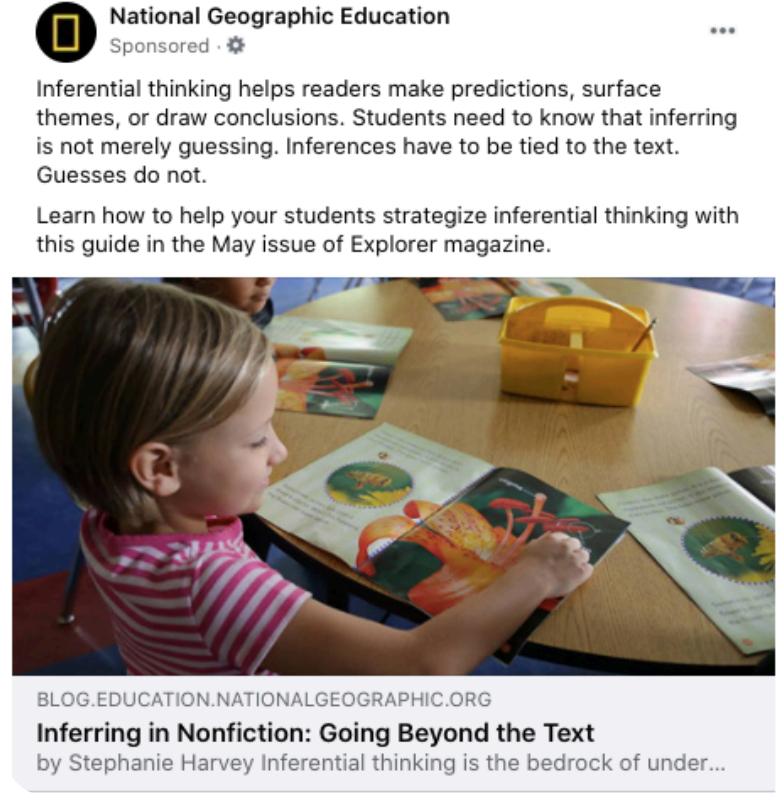
National Geographic: Developed marketing strategy and content for paid ads and posts on Twitter and Facebook. (Audience size: 1.4M)

Mathematical Association of America: Developed strategy and grew Facebook and Twitter presence from ~100 to ~85K over 6 years. Grew Google+ channel following from 500 to 200K in 12 months. (Audience size: 85K)

Digital District: Founding member of this DC-based organization of social media professionals.

Platforms

Twitter, Facebook, Instagram, YouTube, LinkedIn Paid Ads, Pinterest, TikTok, Hootsuite, Tweetdeck, Sprout, SocialPilot, Canva



8 Years of Experience
Social Media Marketing



Roles

InnovateEDU: Comms lead creating video content including SXSW EDU leader interviews, National AI Literacy Day stories, and branded content across key projects.

Lenovo: Content strategy lead for education including developing original series on esports and developing Lenovo segment for CBS Mission Unstoppable with Miranda Cosgrove.

National Geographic: Developed video content for YouTube Brand Hero channel; coordinated streaming logistics for live national events

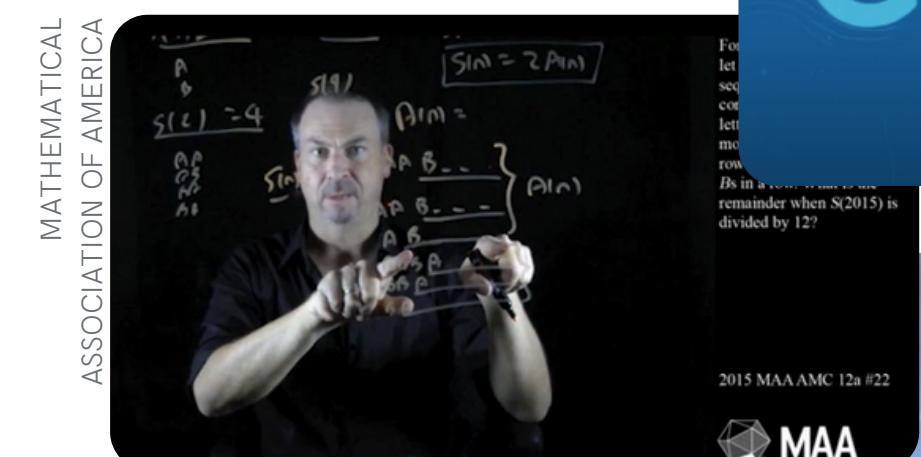
Mathematical Association of America: Filmed, edited, and promoted Curriculum Inspirations by Dr. Jim Tanton video series (221 videos on YouTube) to share advanced math content with elementary and middle school students

Exponent Philanthropy: Managed YouTube channel and promotion of video series at philanthropylessons.org

Foreign Exchange on PBS: Developed and edited 29 episodes of foreign affairs talk show on PBS

Video Production

12 Years of Experience



Key Skills

Video content strategy and creation, Adobe Premiere, YouTube Nonprofit Partner

Email Marketing

8 Years of Experience

Roles

InnovateEDU: Marketing & Comms Director
shepherded org-wide migration from
MailChimp to Salesforce Account Engagement.
Developing regular monthly newsletters per
project and implementing org-wide email
standards based on best practices.

National Geographic: Developed strategy and
content for email campaigns, including lead gen
campaigns for 500K+ contacts

Exponent Philanthropy: Email marketing lead
(12,000+ contacts). Developed content, design,
and scheduled sends

Platforms

Constant Contact, MailChimp, SalesForce
Marketing Cloud, Salesforce Account
Engagement

Key Skills

HTML, Adobe Photoshop, Canva, Salesforce



"WE ARE ALL GLOBAL CITIZENS AND THE
NATIONAL GEOGRAPHIC GEOBEE REALLY SHOWS
THAT."

— SARA FERNANDEZ, SOCIAL STUDIES TEACHER & GEOBEE
COORDINATOR

There's still time to inspire and reward students' curiosity about the
world—the people, places, and systems around them—by registering
your school for the #NatGeoBee.

Act fast! Registration closes **January 24, 2020**.

[REGISTER TODAY](#)

Register your school and receive a suite of curated study resources to
prepare students and 400+ GeoBee competition questions covering
geography, world civilizations, habitats, cultures, physical features,
and more!

Watch this quick video to learn how to have a successful GeoBee at
your school.



GeoBee registration is open until **January 24, 2020**. School materials are
available to download once payment is received. The GeoBee is
designed to be flexible; School GeoBees can be held anytime between
now and **February 7, 2020**.

[REGISTER TODAY](#)

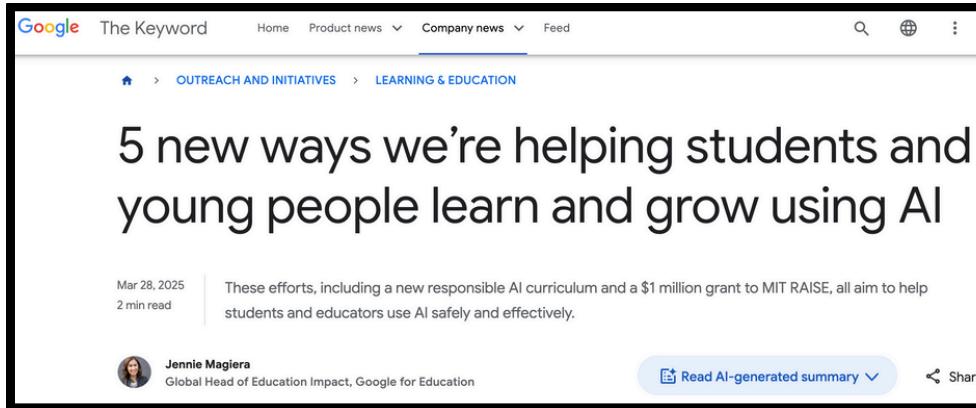


Communications

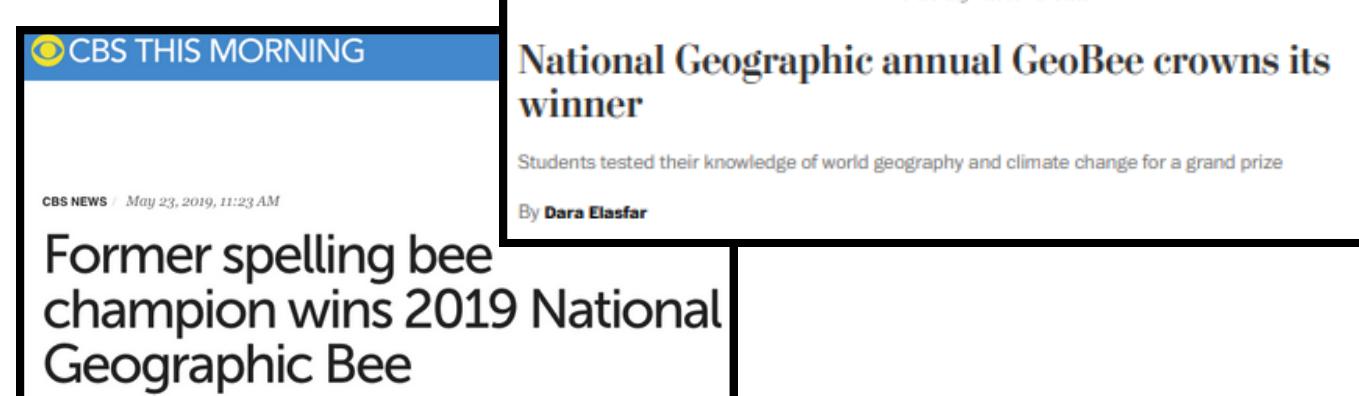


7 Years of Experience

EARNED MEDIA FOR INNOVATEEDU AND NATIONAL AI LITERACY DAY



EARNED MEDIA FOR NATIONAL GEOGRAPHIC GEOBEE



Former spelling bee champion wins 2019 National Geographic Bee

Communications Lead

Marketing & Communications Director at InnovateEDU leading media strategy, press relationships, and thought leadership development for CEO and project leads.

Communications lead for National Geographic suite of programs, including National Geographic GeoBee state and national student competitions.

Media Relations

For National Geographic and InnovateEDU: Developed and managed media lists, pitched news outlets, served as liaison with reporters at national, state, and local news outlets.

Crisis Communications

Led crisis communications internally and externally for InnovateEDU and projects during Trump Administration and upheaval at the U.S. Department of Education.

Supported COVID-19 crisis communications for National Geographic.



Events

7

Years of Experience

Event Leadership & Strategic Oversight

- Directed marketing, communications, and event strategy for InnovateEDU, leading digital and in-person large-scale events including conferences and press conferences on Capitol Hill (pictured)
- Managed and executed promotional campaigns for events such as National AI Literacy Day and the Educating All Learners Alliance, ensuring brand alignment and impactful messaging.
- Collaborated with leadership teams to craft key messaging and coordinated internal and external stakeholders to drive event success.

High-Profile & Executive Engagement

- Coordinated high-stakes events with major stakeholders, including The White House and U.S. Department of Education, ensuring smooth logistics and seamless communications.
- Led stakeholder engagement efforts, fostering relationships with key media and thought leaders to promote event visibility and impact.

Cross-Platform Content & Promotion

- Integrated event promotion into digital marketing strategies, utilizing websites, social media, and email to engage diverse audiences.
- Produced branded event content, from promotional materials to live video series, ensuring cohesive messaging and broad reach.

Budget & Resource Management

- Managed event budgets, vendor relationships, and on-site logistics for both in-person and virtual events, optimizing resources while maintaining high-quality execution.
- Delivered exceptional results on tight timelines and budgets, including collaborations with thought leaders and media outlets to maximize event reach.



CAPITOL HILL PRESS CONFERENCE FOR INNOVATEEDU



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)



Awards

Web Design & User Experience

Lead for multiple website redesigns, both at National Geographic, InnovateEDU, and Exponent Philanthropy.

My work with National Geographic Education Resource Library won two Webby Awards in 2020: People's Voice Winner for Websites (Science) and Best Writing (Editorial).

In 2017, I completed General Assembly's Front-End Web Development certification.

Event Management

Managed logistics, materials, and experiences for national conferences and events while working at National Geographic, Exponent Philanthropy, and Mathematical Association of America.

Photography & Editing

Served as official event/conference photographer for Mathematical Association of America producing print/digital materials.

Project Management & Budgeting

Managed \$575K annual marketing budget for National Geographic.

Diversity, Equity & Inclusion

Selected as comms/marketing team representative on the first-ever Diversity, Equity & Inclusion steering committee at National Geographic; Contributed expertise on messaging.

Additional Skills



Books

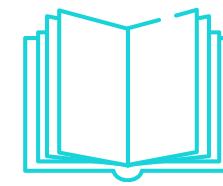
My mom worked at The Library of Congress so I grew up reading a lot and really valuing libraries. I've kept that passion going my whole life.

Volunteering

Volunteering is very important to me, especially in the areas of food equity, education, and conservation.

Blogging

I love the experience of sharing my life and connecting with people through blogging at mchughla.medium.com.



Outside of the Office

Film

My brother, dad, and I are nuts about movies. I'd say about 70% of our conversations are movie lines and we watch the Best Picture nominees every year.

Health & Fitness

Once a college athlete, always a college athlete. Hiking, yoga, climbing, and standup paddleboarding are my current favorites.

Spanish

I went to a bilingual elementary school and took classes through college. I love connecting with Spanish speakers whenever I can.

Thank you!

Website

mchughla.com

Blog

mchughla.medium.com

LinkedIn

linkedin.com/in/lauramchugh/

Twitter

@mchughla