

# Lauren Godfrey

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## Qualifications

- ◆ **Communications, marketing, and PR expertise demonstrated by:** guiding record fund-raising efforts for non-profit organizations (including a 160% increase in 2009 golf event donations & increasing sales by 93%)
- ◆ **Extensive writing and editing expertise:** reports, business plans, handbooks, surveys, policies & procedures, intranet content and newsletters that are interesting and engaging
- ◆ **Strong record of team-building and customer buy-in through:** creative and persuasive presentations, written materials, and trade show exhibitions that are motivational and encourage employee/customer buy-in
- ◆ **In-depth human resources experience with small companies and large corporations:** employee relations, payroll, designing & implementing comp/benefits plans, labor law/safety compliance, & recruiting
- ◆ **Diplomatic & confident in dealing with people at all professional levels:** from dishwashers and lab technicians to regional vice-presidents and C-level executives
- ◆ Goal-oriented **project manager** who consistently meets deadlines while working under pressure & on budget

## Professional Experience

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### COMMUNICATIONS/CLIENT ENGAGEMENT SPECIALIST

Sept 2010 to Present

Thrivent Financial for Lutherans (Fortune 300), Thousand Oaks, CA

- ◆ **Relationship Management and Communications** – Developing and managing relationships with key stakeholders (congregations, members, financial reps, and volunteers)
- ◆ **Member Engagement** – Developing events that connect financial reps with members/ prospective members; gathering, tracking, and analyzing data to evaluate the effectiveness of engagement activities
- ◆ **Event Planning** – Supporting & executing events as part of an overall marketing/member engagement plan; create a meaningful & rewarding experience by ensuring proper branding of events & collateral materials

### COMMUNICATIONS, MARKETING, & HR CONSULTANT

April 2008 to present

MOVE Communications (personal consulting), Thousand Oaks, CA

- ◆ Providing creative, design, and conceptual **marketing-communications** services to private clients
  - ~ As Secretary for the *CLU Community Leaders Association* and marketing consultant for *Ascension Lutheran Church*: designed & implemented marketing campaign to increase awareness of organization's goals and events; planned & executed **PR tactics** targeting potential members & donors
  - ~ Conceptual **design & implementation of websites** & strategic PR campaigns for B-2-B & direct sales clients; **writing/editing**; special events photography & online product sales
- ◆ Assisting support group members & private clients with personal branding & **career development**
  - ~ As founder of the *Vocare Networking Support Group* and co-leader of the *Professional Networking Team*: providing networking & strategic job search guidance to 200+ professionals

### SENIOR BUSINESS OPERATIONS MANAGER

Dec 2009 to July 2010

The Prostate Cancer Foundation, Santa Monica, CA

- ◆ Directed and coordinated all foundation support operations including IT/telecomm services & equipment procurement; departmental and enterprise –wide project management; policies & procedures; recruiting; established regular accounting review & budgeting of all office systems costs; assisted Legal Counsel with compliance, certification, & employee relations issues
- ◆ Organized and directed all HR, facilities, and security needs as liaison with building management group
- ◆ Supervised office volunteers and administrative team members

### PROJECTS & COMMUNICATIONS SPECIALIST

Feb 2006 to March 2008

The Cheesecake Factory, Calabasas, CA

Managed and coordinated internal marketing to enhance communications between corporate and restaurants

- ◆ As **Managing Editor**: gathered, wrote, and edited stories for employee newsletter - distribution: approx. 32,000 employees in 150 locations nationwide
  - ~ significantly increased readership, interest, and article submissions while increasing **morale, retention, team-building**, and awareness of company values and philosophies

- ~ greatly improved **engagement** with valuable employee population by designing and executing **Spanish translation communications** campaigns - with a very limited budget while meeting strict deadlines
- ◆ Coordinated and executed **orientation/on-boarding** program for all corporate new hires – over 100 in 2 yrs
- ◆ Wrote, edited, and published **policies & procedures** incorporating labor laws, company culture and operational changes; designed, wrote, and executed corporate and restaurant **employee handbooks**
- ◆ Greatly **increased accessibility to vital information** by enhancing sections of the corporate/restaurant management company **intranet site**; migrated paper data systems to electronic media
- ◆ Evaluated restaurant managers' skills, knowledge, and behaviors to write **personal development plans**
- ◆ Identified ways to **publicize** departmental/company **events & programs** to field & corporate environments

## MANAGER OF BUSINESS ADMINISTRATION

July 2004 to Oct 2005

Spinal Kinetics, Redwood City, CA

- ◆ **Managed all IT & HR functions** including benefits admin, payroll, recruiting, labor law & safety compliance
- ◆ Performed all low to mid-level **accounting**: purchasing, A/P, A/R, GL, asset management and reconciliation
- ◆ Planned and presented all corporate-wide internal and external **meetings and events** for 5-50 participants

## HR/ACCOUNTING/IT MANAGER

April 1998 to April 2004

Cardeon Corp., Cupertino, CA

- ◆ Used **desktop publishing** experience to design/maintain company website and **internal communications**
- ◆ Planned and presented all **corporate meetings and events** including all off/on-site company functions
- ◆ **Managed all HR functions** including payroll, comp & benefits, ER, compliance; wrote SOPs, EE handbook
- ◆ Performed all lower to mid-level **accounting**: vendor relations, A/P&R, GL, account & banking reconciliation
- ◆ Drastically cut costs by providing **IT support** including network admin, s/w, h/w troubleshooting, compliance

## OFFICE ADMINISTRATOR

Sept 1995 to March 1998

Zexel USA Corp., Sunnyvale, CA

- ◆ Divisional human resources and accounting liaison with main corporate office in Illinois
- ◆ Performed all facilities management responsibilities and provided administrative support to the Sr. VPs

## COMMUNICATIONS & PROJECTS COORDINATOR

July 1994 to July 1995

Ascension Lutheran Church, Thousand Oaks, CA

- ◆ Developed and implemented **marketing strategies** to encourage community and member involvement
- ◆ Coordinated information gathering and **layout/editing** of newsletter/bulletin and other church literature

## Education

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- ◆ **MBA in Technology Management** University of Phoenix, San Jose, CA
- ◆ **BA in Communication Arts** California Lutheran University, Thousand Oaks, CA

## Technical Skills

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- ◆ Highly Proficient in MS Excel, Word, Outlook, **PowerPoint**, QuickBooks Pro, **Constant Contact**, and various Internet browser and social/professional networking applications
- ◆ Proficient in **MS FrontPage**, **Publisher**, and Project; DotNetNuke; various ERP and Access database programs
- ◆ Extensive experience in **graphic/photo design** using Adobe **PhotoShop Elements** & **PageMaker**

## Professional Affiliations

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- ◆ **California Lutheran University Community Leaders Association** 2007 to 2009  
Secretary, Board of Directors and Marketing Consultant
- ◆ **Vocare Networking Support Group - Founder** 2009 to present
- ◆ **National Human Resources Association (Ventura County Chapter)** 2008 to 2010  
Communications Director, Board of Directors
- ◆ **National Multiple Sclerosis Society** 1996 to present  
Member & Secretary, Board of Directors, Silicon Valley Chapter, Team Captain, MS Walk
- ◆ **Ascension Lutheran Church Marketing Committee** 1990-1995; 2007-2009  
Committee Chairperson