

# LAUREN

## GARCIMONDE-FISHER

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*“There’s always a story to tell. I love to help tell it.*

*Throughout my career, I’ve worked in a variety of mediums – from print to broadcast, websites to social media campaigns, visual identity creation to brand development, and everything in between.*

*I’ve led and built creative teams, designed award-winning ads, produced emotionally-engaging photos and footage, and managed projects large, medium and small.*

*I’m an experienced, success-driven, branding, advertising and marketing professional – with a creative background.”*

Lauren is an experienced branding, advertising and marketing professional. Her portfolio includes work for diverse industries and types of clients: from technology services to leisure products, health care to energy, education to public policy; for corporate clients, trade associations and non-profit organizations.

Lauren is currently the lead Creative Producer at The Glover Park Group (GPG) in Washington, D.C. where she oversees the creation and production of creative campaigns to help clients tell their brand story. She’s had the opportunity to work with national brands in a variety of industries – from health care to energy to education. Before her role as Creative Producer, Lauren spent almost two years at GPG as a Director of Advocacy and Reputation Marketing.

Prior to her work with GPG, Lauren managed the delivery of high-quality services to the customer base of AREA203, an interactive marketing agency. Here she designed policies and procedures to improve operational performance throughout the organization and established a traffic department to increase efficiency both internally and with supporting consultants and vendors. She also created the team’s structure, and recruited the team of marketing and creative professionals, helping build the agency from 15 employees to 40+ employees.

Lauren previously worked at Miami Children’s Hospital (MCH), helping to ensure that the hospital’s brand and marketing messaging were consistent with the mission and vision of the organization. Throughout her tenure at the hospital, she also led the hospital’s web team, garnering numerous awards and recognitions for MCH.

Lauren began her career as an art director and agency producer at a full-service advertising agency in South Florida.

Lauren, who is bilingual speaking both English and Spanish, brings valuable academic linguistic skills to any project. Born and raised in South Florida, she graduated with a degree in Advertising from the University of Florida.