

LAUREN

GARCIMONDE-FISHER

Lauren is an experienced advertising and marketing professional. Her portfolio includes work for diverse industries: from healthcare to technology services to leisure products, for both corporate clients and non-profit organizations.

Lauren is currently a Director in Advocacy and Reputation Marketing at the Glover Park Group (GPG). In this role, she works with teams of internal and external account and creative professionals to launch advertising and marketing for national clients.

Prior to her work with the GPG, Lauren managed the delivery of high-quality marketing services to the customer base of AREA203, an interactive marketing agency. At AREA203, 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.

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 B.A. in Advertising from the University of Florida.

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