

LAUREN FITZGERALD

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Deputy Executive Director | Kelly/Toland Inaugural Committee | November 2022 - January 2023

- As a team of two, organized and executed all aspects of the Swearing-In Ceremony for all newly elected Kansas statewide officials, newly elected Justices of the Supreme Court, and judges of the Appellate courts.
- Coordinated with the teams of the Kansas Governor, Lt. Governor, Secretary of State, Attorney General, Treasurer, Insurance Commissioner, Board of Education, Court of Appeals, and the Supreme Court to ensure they had all details of the swearing-In Ceremony.

Communications Director | Laura Kelly for Kansas (Topeka, KS) | March – November 2022

- Managed, planned, and executed all aspects of earned media and served as the lead communications advisor for Governor Laura Kelly's successful re-election campaign in a state Donald Trump carried by 15% in 2020.
- Managed the combined communications and digital departments with five staff, coordinated with the Governor's official side communications team and Lt. Governor Toland's team to ensure the message stayed consistent, effective, and strategic.
- Developed, managed, and implemented a disciplined communications strategy; pushed consistent positive press, aggressively defended against both political and false attacks.
- Built relationships with in-state and national media to help shape and frame narratives; served as Governor Kelly's on-the-record spokesperson.
- Spearheaded and led debate negotiations, prep, and practice for three televised statewide debates; maintained thorough documentation on Governor Kelly's achievements, prep materials, and vulnerabilities.

Communications Director, Deputy Comm. Director, Press Secretary | Office of Kansas Governor Laura Kelly (Topeka, KS) | 2019 – 2022

- Implemented strategic communications plans that elevated Governor Kelly's top legislative priorities, which led Kansas to win the largest economic development project in state history, and several legislative victories in a Republican super-majority, including the Governor's legislation to eliminate the state's food tax and fully fund schools.
- Oversaw 13 state agencies' communications teams and managed the Governor's communications and digital team with a staff of four to craft consistent messaging across the administration.
- Leveraged stakeholders, legislators, caucuses, and in-state coalitions to stay on message and prepped surrogates.
- Directed and planned daily press conferences for Governor Kelly during COVID-19.
- Vetted press interview requests, led prep, and staffed the Governor and the Lt. Governor for all media appearances, events, interviews, and press conferences; served as the Governor's primary traveling press staffer for all public facing events.
- Strategically planned and drafted outgoing press releases, remarks, talking points, op-eds, statements, questionnaires, media advisories, LTEs, and social media copy.

Finance Coordinator | Laura Kelly for Kansas (Topeka, KS) | 2018

- Planned fundraisers and coordinated with hosts to ensure aggressive event goals were met all over the state.
- Designed call sheets and managed the call time research program, filled in as call time manager when needed, and drafted memos for finance-related meetings, events, and for out-of-state surrogates.
- Created and managed a robust campaign intern and fellows program; hired, trained, and managed more than 30 interns throughout the course of the campaign.

Literary Talent Agent Assistant | BUCHWALD (Los Angeles, CA) | 2017 - 2018

- Handle and filter heavy phone calls, schedule meetings, and track expenses for literary talent agent.
- Manage incoming & outgoing submissions, coordinate agent & clients' schedules, update call sheet & grids, complete bookings for a roster of 70+ clients.
- Instituted and maintain 80+ google docs tracking client notes & submissions, network & studio needs, call logs & notes, and incoming scripts.

EDUCATION: University of Kansas | Bachelor of Arts, Film and Media Studies | Bachelor of Arts, English | Minor, Psychology