



# Lauren Kollauf

## Content Creator & Nonprofit Storyteller

### A LITTLE BIT ABOUT ME:

After spending more than five years in traditional newsroom settings, I made the shift to apply my content creation and social media talents to a nonprofit setting at the Healthiest State Initiative. I am grateful that my current work allows me to practice my professional skills while supporting my personal passions of health and wellness.

### CURRENT ROLE:

#### Content Marketing Coordinator

Healthiest State Initiative, *June 2018 – Present*

Lead the creation and execution of content initiatives to increase awareness of programs, events and partner organizations, including:

- Manage content calendar and social media
- Write blog posts to tell HSI success stories
- Design collateral materials and resources
- Write and send press releases
- Collaborate with non- and for-profit partners
- Photography and video production

### PREVIOUS ROLES:

Digital Producer, The Des Moines Register  
News Assistant, CNN Washington D.C.  
Digital Desk Assistant, PBS NewsHour

### CURRENT & PAST VOLUNTEER ROLES:

#### Power Read Mentor, Everybody Wins!

*November 2018 – Present*

#### Yoga Instructor, Des Moines Parks & Recreation

*June 2017 – Present*

#### Grand Cru Board Member, Winefest

*December 2016 – Present*

#### Advisor, Delta Gamma Fraternity

*September 2016 – Present*

#### Buddy, Columbia Lighthouse for the Blind

*September 2013 – December 2014*

### EDUCATION & CERTIFICATIONS:


Drake University, *May 2013*


Bachelor of Arts, Summa Cum Laude

School of Journalism & Mass Communication

200-hour Registered Yoga Teacher, *April 2017*

### CONTACT ME:

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 /Lauren-Kollauf