

LOREN HURST

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Senior Strategic Communications and Public Affairs Manager

Senior public affairs professional specialized in strategic communications, stakeholder relations, public diplomacy, and social media in international contexts. Expertise in sustainability issues, foreign affairs, social media, and digital content production. Proven ability to combine strategic mindset, technology savvy and entrepreneurial drive to anticipate challenges and create opportunities. Experience includes association management, government communications programs, and new enterprise development in public, private, and nonprofit contexts.

Professional Experience

Bureau of Global Public Affairs • U.S. Department of State • Washington, D.C. • 2017 – Present **Interactive Media Producer for Public Diplomacy**

Manage portfolio of virtual program productions integrating stakeholder relations, program development coordination, online platform management, social media marketing, and analytics interpretation to support U.S. public diplomacy efforts worldwide:

- Lead producer for global series productions and manage stakeholder relations with policy bureaus for water, energy, arctic, and entrepreneurship program strategy and coordination of messaging, stakeholder roles and responsibilities, and live program production teams.
- Create new program models integrating remote speakers and audiences, and coordinate with overseas stakeholders for audience aggregation and outreach with livestream programs.
- Expand uses of virtual platforms for strategic functions including stakeholder engagement, audience research, training, and co-creation of livestream programs.
- Lead program technical functionality including development of online program models, Zoom account and livestream management, video editing and management, and metrics analysis.
- Provide virtual program support functions including online training sessions focused on program development, online presenting and speaking style, social media messaging creation and marketing support, and reporting of online analytics to stakeholders.

School of Continuing Studies • Georgetown University • Washington, D.C. • 2019 – Present **Adjunct Lecturer for Strategic Communications**

Lead online course focusing on strategic communication skills for intelligence professionals, including course content review and management, workshop management for voice over and editorial process organization, and student progress assessments via online review sessions.

Loren Hurst & Associates, LLC • Washington, D.C. • 2011 – 2017

Online Collaboration, Public Affairs, and Strategic Communications Consultant

Provided consulting services for online collaboration, strategic communications, social media marketing, and technology training to U.S. federal government agencies, government contractors, trade associations, and nonprofits:

- Conceived, launched, and managed GreenLeaders DC, a communications and virtual programming platform supporting online training on green jobs, ESG investing, natural capital, and food security.
- Led strategic communications planning for social media engagement and content production to support the U.S. Defense Department SERDP-ESTCP environmental research program.
- Led stakeholder engagement and strategic communications development focused on online user training and guidance for The Common App, a nationwide online college application website.
- Trained outgoing U.S. diplomats at the Foreign Service Institute on podcasting program development, social media distribution, and integration of digital audio into public diplomacy programs.

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- Developed and managed podcast productions supporting U.S. Department of State energy trade missions to Africa, U.S. Peace Corps volunteer activities, and elearning event support.
- Provided strategic communications consulting and virtual programming support to sustainability-focused non-profits in the legal and policy sectors.

Bureau of International Information Programs • U.S. Department of State • Washington, D.C. • 2007 – 2011 Senior Consultant, Social Media & Podcasting Editor for Public Diplomacy

Conceived, created, and managed first public diplomacy podcasting program along with supporting, marketing, and training program focused on audio podcast production, strategic communications integration, stakeholder engagement and training, and operational support for U.S. diplomatic posts worldwide:

- Conceived and developed communications strategies integrating stakeholder engagement, partnership development, audio podcast editorial and production workflows, and marketing.
- Engaged stakeholders and built partnerships via regular consultations with regional bureau leadership, public affairs officers, and overseas staff to coordinate audio production, editorial processes, website development, and social media marketing strategies.
- Consulted and partnered with U.S. public affairs teams to integrate audio content in Latin American university curriculum, English-language programs in China, Russian community outreach, and African NGO support.
- Developed and conducted digital media training program series in Senegal, South Africa, Ethiopia, and France, consisting of four five-day courses for 60 local embassy employees in audio content creation, podcasting program management, and social media strategy.

U.S. Mission to the European Union • U.S. Department of State • Brussels, Belgium • 2005 – 2006 Public Affairs Manager & European Union Public Diplomacy Liaison

Liaised with U.S. embassy public affairs staff in European Union member states to inform and develop public affairs strategies on EU-related news, policy initiatives, and transatlantic cooperation.

European Business Council for Sustainable Energy (e5) • Brussels, Belgium • 2004 – 2005 Public Affairs Manager

Established Brussels public affairs office, represented association members' interests to EU institutions, and created small business support initiatives in the renewable energy space.

Marketshare, Inc. • Chevy Chase, Maryland • 2000 – 2002

Senior Marketing Consultant and Association Manager

Executive Director of Romanian-American Chamber of Commerce, led association management for clients in the water and energy sectors, and consulted for fuel cell, pharmaceutical, and software start-ups.

Education

Master's of Public Administration (MPA) Cum Laude • Catholic University of Leuven • 2003

European Union Politics and Comparative Policy • Leuven, Belgium

Bachelor of Arts (BA) • California State University, Fullerton • 1995

Foreign Languages (French) & International Politics • Fullerton, California