

Loren W. Hurst

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Senior Public Affairs Manager

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

Knowledge, Skills, & Abilities

- Communications Strategy
- Stakeholder Relations
- Social Media Marketing

Substantive Expertise

- Energy & Climate Change
- Sustainability & ESG
- U.S.-EU Relations

Technical Proficiencies

- AV & Webcast Production
- Virtual Team Management
- Content Management

Professional Experience

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

Online Collaboration, Public Affairs, and Strategic Communications Consultant

Provide consulting and program support for online collaboration, communications strategy, social media marketing, and technology training to U.S. federal government agencies, government contractors, trade associations, and nonprofits:

- Conceived, launched, and managed online collaboration facility GreenLeaders DC supporting online training initiatives on food security, industry-academia cooperation, and natural capital;
- Trained consultants in online collaboration, managed stakeholder engagement, conducted online events, and managed editorial, website and social media presences;
- Led creation of social media strategy for Defense Department environmental research program;
- Trained 50 U.S. diplomats on social media strategy and podcasting program development;
- Developed and managed podcast productions in English and French to support U.S. Department of State's energy trade missions to Africa;
- Provided strategic communications consulting and online event support to sustainability-focused non-profits in the legal and policy sectors; and,
- Consulted on and developed online training and communications strategy for The Common App, a web-based nationwide college application platform.

U.S. Department of State • Washington, D.C. • 2007 – 2011

Senior Consultant, Social Media Management & Podcasting Editor for Public Diplomacy (Contractor)

Created and managed public diplomacy podcasting, marketing, and training program focused on audio podcast production, program development consulting, and operational support for U.S. diplomatic posts worldwide:

- Conceived and developed integrated audio podcast marketing strategies, production workflows, and editorial processes in cooperation with bureau leadership, regional public affairs officers, website development, publications, and social media marketing teams;
- Coordinated editorial and production processes for over 1,000 podcasts in nine languages incorporating scriptwriting, voice over performance, audio editing, and voice coaching;
- Authored and conducted digital media training program for foreign embassy staff 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 integration strategy; and,
- Trained and consulted with in-country 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.

U.S. Mission to the European Union (USEU) • Brussels, Belgium • 2005 – 2006

Public Affairs Manager & European Union Public Diplomacy Liaison

Served as primary liaison to 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:

- Managed multimedia coverage, press outreach, and results reporting on press and policy community reactions to U.S. Government policy briefings, announcements, and statements;
- Designed and created online outreach facilities including intranet redesign, online product development, and training programs in support of U.S. public affairs offices in EU member countries; and,
- Conceived, planned, and led outreach initiatives to EU and industry officials on climate change, avian flu, Muslim community relations, and transatlantic science 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:

- Spearheaded development of Sustainable Energy Accelerator and procured €65,000 in EU grant funding;
- Developed public affairs outreach strategy to engage EU member countries' delegations and EU parliamentarians on climate change, carbon trading, and renewable energy legislation; and,
- Managed website construction, marketing materials development, and online outreach coordination.

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

Senior Marketing Consultant and Association Manager

Provided association management support for clients in water, energy, and bilateral commerce spaces, and supported marketing consulting for new enterprises in fuel cell, pharmaceutical, and technology industries.

Renaissance Cruises • Fort Lauderdale, Florida • 1998 – 2000

Sales & Marketing Consultant

Managed over 5,000 national and international sales leads, contributing over \$3 million of annual revenue, and led the French language marketing program to expand to Canada and France.

U.S. Peace Corps • Bucharest, Brasov, and Sfintu Gheorghe, Romania • 1996 – 1998

English Instructor and Community Development Manager (volunteer)

Created two municipal-level environmental outreach initiatives, developed curriculum and conducted English courses for primary, high school, and business schools, and led technical consultations with local teachers.

Education and Proficiencies

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

Certifications, Technical Skills, and Language Abilities

Data & Analytics: Coursera Data Science specialization (currently enrolled)

Virtual team and training management: Certified Google Educator in Google Apps, Chrome

Online event management: Adobe Connect, Google Hangouts, GoToWebinar

CRM, content and website management: Salesforce, Wordpress, Hootsuite, Mailchimp

Content production: Scriptwriting, audio podcasting, video production, voice over presentation

Languages: French (fluent) and Romanian (working knowledge)