

Lauren A. Stewart

Executive Director of Marketing & Communications

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EXECUTIVE PROFILE

Senior marketing and communications executive with 10+ years leading brand, media relations, and crisis communications for complex, multi-entity organizations. Has managed budgets up to \$3M, teams of up to 20+, and digital platforms reaching 5M+ followers, while serving as lead media strategist through high-profile leadership transitions. Known for turning institutional stories into measurable engagement and for disciplined stewardship of vendors and resources. A University of Arkansas at Pine Bluff alumna, ready to bring that experience home.

CORE EXPERTISE

- Integrated marketing and brand governance
- Media relations and public relations
- Crisis communications and reputation management
- Executive communications and messaging
- Digital, social, and content strategy
- Enrollment and community engagement campaigns
- Budget, agency, and vendor management
- Team leadership and communications operations

IMPACT AT A GLANCE

- Managed budgets up to \$3M and led teams of 10 to 20+ across creative, digital, and communications
- Directed communications for platforms with 5M+ followers across social and digital channels
- Served as Media Lead through a nationally watched pastoral leadership transition, keeping the public narrative on institutional success
- Contributed to \$5M+ in revenue and four sold-out conferences with up to 40,000 attendees
- Increased digital engagement and impressions by 80%
- Authored editorial content published in The Dallas Morning News

PROFESSIONAL EXPERIENCE

Oak Cliff Bible Fellowship (OCBF)

2025 – Present

Executive Director of Marketing & Communications

Lead integrated marketing and communications for the church and its affiliated entities: Kingdom Collegiate Academy (private K–12), Oak Cliff Christian Federal Credit Union, Golf Club of Dallas, and real estate and retail holdings. Direct a team of 10 and a \$1M budget.

Leadership and operations

- Lead and develop a 10-person team spanning creative services, digital, social, web, and communications operations
- Manage a \$1M annual budget and all agency and vendor relationships, including performance oversight
- Audited inherited vendor contracts and renegotiated scopes to match budget and deliverables
- Built the marketing request pipeline, standard operating procedures, and staff brand guide for Kingdom Collegiate Academy
- Govern brand standards and messaging across social, email, web, live services, and external communications for all entities
- Run marketing, communications, and CRM operations on Emplifi, HubSpot, Mailchimp, EZ Texting, Asana, and Claude

Public relations and media relations

- Serve as Media Lead for Dr. Tony Evans' restoration process and the installation of Senior Pastor Jonathan Evans, directing press releases, pitches, and interviews
- Shaped a public narrative that kept coverage centered on the organization's success and continuity through the leadership change
- Lead PR and media relations across the enterprise, including Kingdom Collegiate Academy and Golf Club of Dallas
- Supported scripting for Dak Prescott's announcement of support for Kingdom Collegiate Academy's inaugural football program, a contribution exceeding \$100K
- Lead crisis communications across school safety incidents, sensitive personnel matters, and time-critical messaging

Signature projects

- OCBF 50th Anniversary Campaign: led all marketing and communications strategy for the church's 50th anniversary
- "We the Kingdom" (Executive Producer): the official 50th anniversary documentary on the church's founding, Dr. Evans' legacy, the pastoral transition, and its next chapter

Dallas Mavericks

2025 – Present

Production Contractor

- Contributed to the 2026 Martin Luther King Jr. commercial through asset preparation and internal coordination
- Supported preseason media day logistics, scheduling, and production flow for Mavs OffCourt content

Dallas Independent School District

2024 – 2025

Communications & Marketing Contractor

- Co-led district-wide marketing and communications campaigns supporting enrollment and community trust, including the 2025–2026 school year marketing strategy
- Authored editorial content published by The Dallas Morning News on student achievement and district initiatives
- Supported crisis communications and rapid-response messaging, including school lockdown situations
- Contributed to district social media strategy, improving engagement and clarity

T.D. Jakes Group

2022 – 2024

Executive Director of Digital Marketing (promoted from Digital Marketing Manager)

Directed brand, digital marketing, and promotional strategy across T.D. Jakes Ministries, Enterprises, Real Estate Ventures, and Foundation.

- Led a 20+ person department across creative, digital, and communications and managed a \$3M budget
- Managed communications across a 5M+ follower digital ecosystem, protecting message consistency and brand
- Led communications and marketing for a \$1 billion partnership between T.D. Jakes Real Estate Ventures and Wells Fargo
- Owned design, storytelling, and placement for "A Declaration of Interdependence," a 13-page special section on the T.D. Jakes Group's economic and community impact
- Executed campaigns and partnerships with Amazon Freevee, Lifetime, Wells Fargo, Roc Nation, Revolt TV, and the Dallas Mavericks
- Key projects: Woman Thou Art Loosed Conference, International Leadership Summit, Amazon Freevee's inaugural faith-based partnership, and the launch of the New York Times bestseller Disruptive Thinking
- Contributed to \$5M+ in revenue, four sold-out conferences with up to 40,000 attendees, and weekly livestreams exceeding 100,000 viewers
- Increased digital engagement and impressions by 80% while leading vendor negotiations

Augustine Agency

2021 – 2022

Digital Marketing Strategist (Contract)

- Led digital and communications strategy for national and destination-marketing clients
- Contributed to the Avocados from Mexico Super Bowl LVI campaign
- Developed integrated campaigns for travel clients including Napa Valley, Conejo Valley, and River Fox Train

EARLY CAREER AND ADDITIONAL EXPERIENCE

English Teacher | ILTexas and Dallas ISD | 2017 – 2021

Delivered standards-based instruction across multiple campuses and achieved the highest STAAR growth outcomes on campus. Certified in English Language Arts and Reading, grades 4–8.

Founder | Eleven39 Entertainment

Provide communications strategy, creative direction, and brand support for media and production projects.

Broadcast and Media Roles | ESPN-affiliated productions, live sports broadcasting, radio

Supported live production, scripting, scheduling, and on-air communications.

EDUCATION

Master of Arts, Public Relations | Full Sail University | Projected completion May 2027

Bachelor of Arts, Mass Communications (Broadcast and Journalism) | University of Arkansas at Pine Bluff | 2014