

Laura Riggs began her media career at Denver's oldest media planning and buying agency, The Media Team, as an Associate Media Director. She was also responsible for new account acquisition and managing overall media strategy for all TMT clients. She has broad and diverse experience developing integrated B2B and B2C marketing strategies, with a deep understanding of all available marketing channels, media usage, and customer behavioral trends to drive results.

With the valuable experience Laura gained, she set off on a new adventure in 2008 to start her own company that focused more on wholly integrating clients' marketing and advertising with their creative strategies. In 2014, Laura joined Kroger Media Services in Portland, OR, to oversee integrated media strategy and planning for their West and Midwest Regional Divisions and Paid Social Media Strategy for the Enterprise. She provided each Division with an integrated media strategy across TV, radio, digital (desktop, mobile, paid search, social, and streaming), outdoor, print, direct mail, and in-store signage, and assisted with the launch of Kroger's new eCommerce brands for the Enterprise - Live Naturally and ClickList.

Laura has completed two "tours" in Jacksonville, FL. In 2011, she formed EQ3 Media: Creative Campaigns for Social Evolution with two other co-creators. As Chief Marketing and Operations Officer, she created the brand strategy and campaign concepts for "We Are Straight Allies," a national campaign to support LGBTQ equality, along with many other critical social justice initiatives. After working at Kroger, Laura returned to Jacksonville in 2016 to work as the Media Director at the Shepherd Agency. She developed advertising strategies for earned, owned, and paid media, articulating creative messaging tactics by platform to the in-house production team.

With broad business acumen and a holistic perspective, Laura quickly identifies opportunities and risks to drive innovation. She is a creative thinker and proactive problem-solver with diverse agency and client media expertise and a passion for storytelling. Laura is a confident presenter with the ability to distill data into compelling narratives. She is also recognized for her inclusive leadership style within dynamic teams to drive a culture of collaboration. Laura thinks strategically and executes tactically in fast-paced environments, and is adept at synthesizing data and insights into integrated smart campaign strategies to align with customer needs.

Areas of expertise include:

Marketing & Media Strategy | Media Planning | Data Reporting & Analytics | Social Media Management | Digital Marketing | Event Marketing | Organizational Change & Effectiveness | Team Building & Management | Customer Insights | Integrated Content Strategy & Planning | Process Development & Implementation | Marketing & Advertising Operations

Category experience includes:

Animal Health & Pet Products, Apparel & Footwear, Automotive Services, B2B, B2C, Broadcast Communications (TV & Radio), Consumer Packaged Goods, Cosmetics, DTC, eCommerce, Education, Employment & Recruiting, Fast Casual Dining & QSRs, Fast Food, Financial, Gaming, Government, Grocery, Healthcare, Health Plans, HVAC distributors, Home Builders, Home Design, Home Improvement, Hospitality & Resorts, Interior Design, Non-Profit Organizations (Cultural & Arts), Political Ballot Issues, Professional Advertising, Public Utilities, Real Estate, Restaurants and Fine Dining, Retail, Social Justice Initiatives, Sporting Goods, Sports, State College Savings Plans, Transportation & Logistics, Travel & Tourism, Zoos