

# Lauren R. Wells

**Speaker • Strategist • Educator • Founder, LDub LLC**

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## Professional Summary

Lauren R. Wells is a communications expert, leadership educator, and customer success leader with more than a decade of experience helping individuals and institutions grow through clarity, connection, and strategic storytelling. As the founder of LDub LLC, she blends her background in education, tech, and public relations to deliver high-impact experiences through teaching, consulting, and speaking. Known for her relatable delivery and actionable insights, Lauren helps people speak up, show up, and succeed with confidence.

## Experience

### Adjunct Professor | Trinity Washington University | 2019 – Present

- Teach undergraduate courses in women's studies, communications, and leadership development
- Designed and launched the 'Technology & Communication' course focused on digital literacy and media
- Create inclusive, real-world assignments and support student success through mentorship and feedback

### Senior Customer Success Manager / Product Manager | We Card | 2017 – Present

- Lead cross-functional collaboration between developers, contractors, and C-suite leaders
- Grew licensee book of business by 25% through course revamps and client-focused service
- Conduct user research, implement onboarding strategies, and lead business reviews with state and retail clients

### Membership Manager | Confidential | 2020 – 2021

- Developed membership growth and retention strategies in partnership with the CEO
- Built and maintained executive-level relationships with partners and foundations
- Managed events, ambassadors, and internal communications for a national nonprofit initiative

## Signature Speaking Topics

### Corporate & Professional Development

- Communicating with Power: How Women Can Speak Up Without Shrinking
- LinkedIn Like a Leader: Positioning Yourself as a Subject Matter Expert
- Strategic Storytelling at Work: Influence, Impress, and Inspire

- Boundaries, Burnout, and Balance: Leading Without Losing Yourself
- Speak Like a Leader: Executive Communication for Every Stage of Your Career
- Protect Your Peace: Setting Boundaries While Still Showing Up Powerfully

### Academic & Campus Talks

- Bridging the Gap: Helping Students Transition from College to Career
- Feminist Leadership: Building Inclusive Cultures from the Inside Out
- Beyond the Stereotype: The Representation of Minorities in Film and Media

### Keynotes & Motivation

- Level Up Season: Confidence, Clarity & Career Strategy for Women Ready for More
- Reclaiming Your Time, Talent, and Voice in Spaces That Weren't Built for You
- Strong, Soft, and Unapologetically Well: Reclaiming Wellness as a Black Woman

### Education

- Master of Professional Studies, Strategic Public Relations – George Washington University, Washington, DC
- Graduate Certificate, Digital Media Skills – American University, Washington, DC
- Bachelor of Arts, Communications – Trinity Washington University, Washington, DC

### Skills & Expertise

- Strategic Communication
- Curriculum Development
- Public Speaking & Facilitation
- Project & Product Management
- Media Analysis & Critique
- Inclusive Leadership
- Client Success Strategy
- Community Engagement