

K A R I E L . R E Y N O L D S

PR Campaign Example

### COMPANY BACKGROUND & CONTEXT

LUMO is the B2B arm of Luscious Mother, a coaching company built by mothers, for mothers. Where Luscious Mother works directly with women on the personal experience of motherhood, LUMO carries that work into the workplace — helping employers rethink how they support and retain their maternal workforce.

The collective of certified life and leadership coaches behind LUMO applies the tools and philosophies of executive coaching to help women bring their full selves to motherhood, relationships, and career — building the clarity, support, and agency they need to thrive at home and at work.

LUMO launched in early 2021, in the middle of what economists were calling a "she-cession." Between March 2020 and March 2021, more than 1.8 million women dropped out of the U.S. workforce — neither employed nor looking for work — and women's labor force participation fell to 57.4%, a level not seen since December 1988 ([National Women's Law Center](#)). As the [Illinois State Bar Association](#) noted at the time, this mass exodus was largely missing from the broader unemployment conversation.

#### **That moment shaped LUMO's messaging strategy on two fronts:**

- **For working mothers** — reframe what's possible. Working motherhood doesn't have to mean exhaustion, perfectionism, and impossible trade-offs.
- **For employers** — make the business case visible. The loss of maternal talent, and the leadership and diversity that talent delivers, is a measurable hit to the bottom line.

Below are the writing examples and results I achieved over the 6-month contract period.



### REACHING GENDER EQUITY IN THE WORKPLACE WILL REQUIRE MORE THAN EMPATHY AND FLEXIBILITY

#### Collective of Life and Leadership Coaches Introduces Revolutionary Program to Help Companies Support Mothers, Retain Talent and Increase Revenue

**CHARLOTTE, NC** (May 12, 2021) The certified life and leadership coaches at LUMO, a business run by mothers for mothers, believe that reaching gender equity in the workplace will require more than flexibility and empathy. "Working mothers come to us in pieces. They've been under-supported while managing unrealistic expectations and they no longer feel that they can make choices or exert control over their situations," explains Sarah Olin, LUMO co-founder and CEO, "We believe that what women need, before burnout and seeing the exit ramp as their only option, is agency.<sup>1</sup>" LUMO programming provides businesses tools to support their employees in a radical new way, all of which creates increased revenue and a more fulfilled, engaged, and loyal workforce.

To support working mothers and help companies retain talented employees, the life and leadership coaches and mothers behind LUMO have launched a 10-month virtual program for expecting mothers. A radical new way for businesses to invest in their female workforce, this three-part program covers the periods before, during, and after maternity leave to support women in developing the tools, support structures, and mindset shifts they will need to successfully integrate work and family. This program demonstrates how to create solid support systems, using project planning, checklists and trackers to ensure success, and provides other tools designed to support mothers around everything from childcare to vital conversations with employers, team members, and partners. A win-win for employers and employees, the program empowers women to grow and succeed in all aspects of their lives while enhancing productivity and personal satisfaction. Companies win by fostering engagement and commitment in their employees who demonstrate increased productivity, greater ownership of their role in the workplace, and enhanced communication and leadership skills that improve the performance of their entire teams.

"Renewed calls for family-friendly policies throughout corporate America are promising and critically needed, but they do not address the unreasonable and unsustainable expectation that a woman can be everything to everyone and still remain standing. And sane," says Anna Conathan, LUMO's Chief Creative Office, "Working motherhood can be more than exhaustion and sacrifice and for the long-term success of the economy and future generations, it must be."

Covid-19 shined a spotlight on what working mothers and many researchers have understood for decades: women shoulder significantly more household and childcare responsibilities than men—so much so that women who are employed full-time are often said to be working a "double shift."<sup>2</sup> With the Covid-induced closures of schools and childcare facilities, mothers took on an even heavier load. Since March of 2020, women have been managing over 80% of housework and school responsibilities, and it has taken a massive toll: nearly 3 million American women have left the labor force<sup>3</sup> over the past year in a coronavirus-induced exodus that reflects persistent pay inequality, undervalued work and antiquated notions of caregiving.<sup>3</sup>

LUMO  
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Women who have stayed on the job also feel the brunt of this added pressure and are considering their options. [McKinsey & Company's annual workplace report](#)<sup>4</sup> estimates that 1 in 4 women are considering downshifting their careers or leaving the workforce, and Gallup reports that 48% of female employees are actively looking for a different job or watching for new opportunities, searching for a job that provides work/life balance. Meanwhile, companies are losing millions of dollars annually as they struggle to retain their maternal workforce—a talent drain that has only accelerated during these extraordinary times.

“Changing this dynamic requires making long-overdue changes to society's structure in the form of legislation and federal mandates and giving women agency in creating lives filled with personal and professional satisfaction, joy and play,” explains Elena Bridgmon, Chief Administrative Officer.

To learn more about LUMO's Return to Work program visit [xxx.com](#). To speak to a member of LUMO's executive team and for commentary on supporting women in the workplace, contact Karie Reynolds at 626.233.3602 or [karie@kariereynolds.com](mailto:karie@kariereynolds.com).

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### ABOUT LUMO

LUMO is the B2B arm of Luscious Mother, a collective of certified life and leadership coaches and trainers: a business run by mothers, for mothers. We use the tools, principles and philosophies of leadership coaching to empower women around motherhood, their careers, their relationships, and any other areas of their lives where they are feeling unmoored, disempowered, or not living up to their full potential.

The mothers behind LUMO believe there is a way to create a win-win for working parents and their employers, and that there is a significant advantage to meeting this challenge now, in this historical window, instead of waiting for the necessary changes to be driven by public policy and federal mandate.

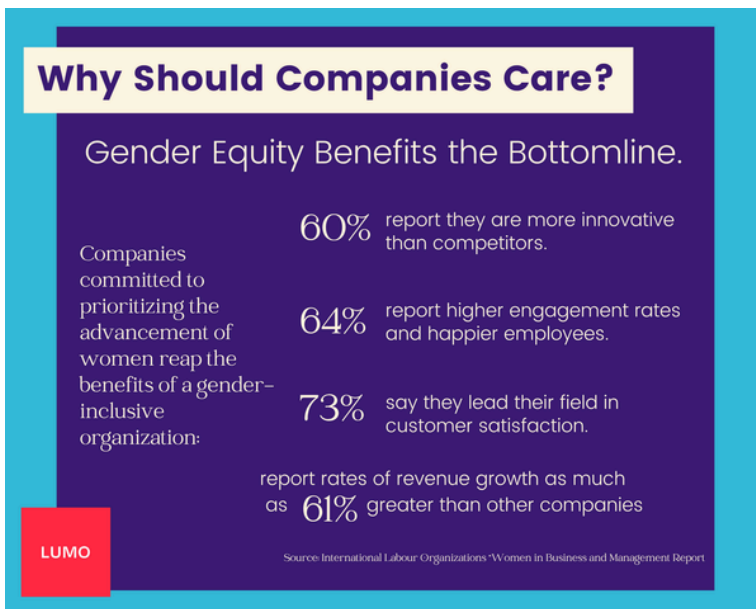
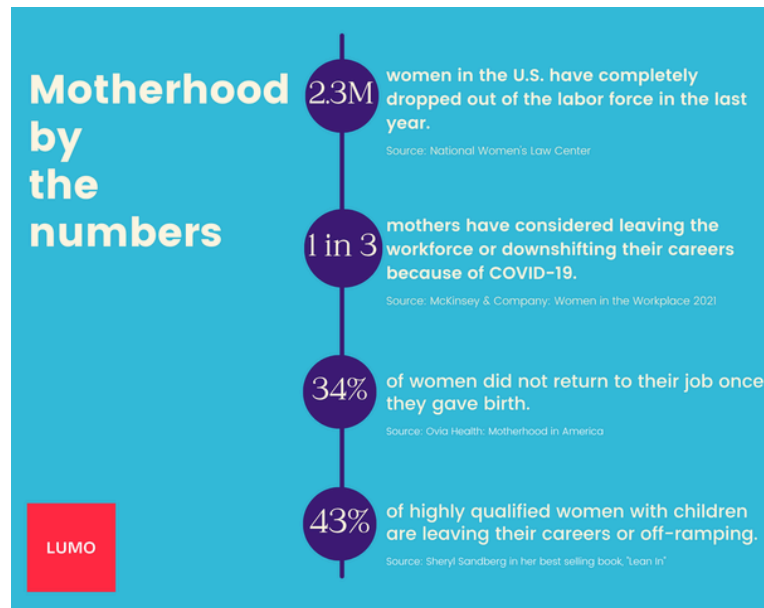
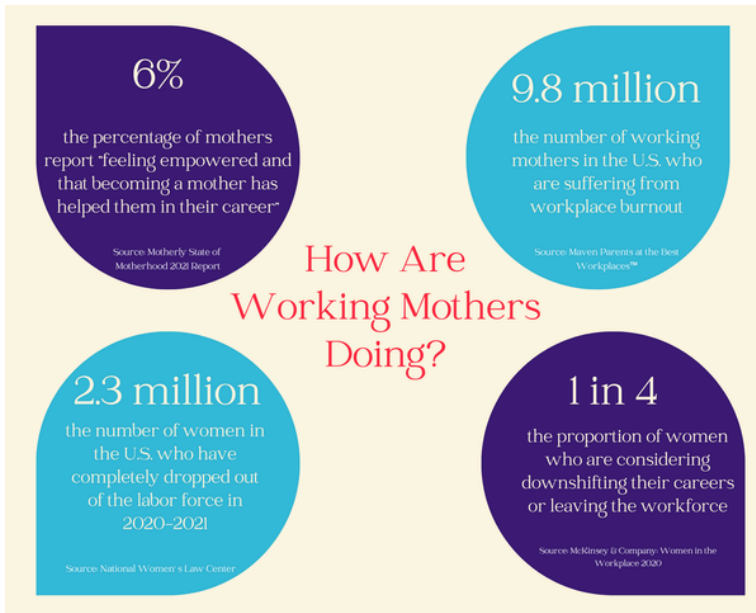
LUMO's suite of programs supports working mothers, allowing them to develop and flourish in their various roles and grow as powerful leaders who feel respected and valued in their careers. It empowers them to grow and succeed in all aspects of their lives while enhancing productivity and personal satisfaction.

### RESOURCES:

1. <https://www.thoughtco.com/agency-definition-3026036>
2. <https://www.mckinsey.com/featured-insights/diversity-and-inclusion/women-in-the-workplace>
3. <https://www.cbsnews.com/news/covid-crisis-3-million-women-labor-force/>
4. <https://www.mckinsey.com/featured-insights/diversity-and-inclusion/women-in-the-workplace>

## SUPPORTING INFOGRAPHICS

I developed and designed the following infographics, which were included with the press release and LUMO presentations to employers and investors.



### CAPITALIZING ON MEGAN MARKLE'S 40x40 INITIATIVE

Publish On: August 6, 2021

Have you seen the 40x40 initiative? We know what kind of magic happens when women come together to support each other, and this is next level. Launched by [the Archewell Foundation](#) in honor of Megan Markle's 40th birthday, the 40x40 initiative asks mentors of all kinds to pledge 40 minutes of mentorship time to women re-entering the workforce after the pandemic. Considering the COVID-19 childcare crisis forced nearly 2 million U.S. women out of the workforce over the past year and a half, we'd say that Megan has impeccable timing (and taste...but that's a story for another time.) The 40x40 initiative has already attracted the likes of Hillary Clinton, Stacey Abrams, and Katie Couric, and it's just getting started.

Before we get to how the Luscious Mother team will be using our unique gifts to mentor mothers returning to the workforce, we want first to remind you and mothers everywhere -- and the people with the power to employ them -- that mothers have not spent the past 18 months languishing but leveling up.

Moms were already creative and resourceful Chief Everything Officers before the COVID-19 pandemic, and their management and organizational skills only got stronger during their time away from an office environment. Here are just a handful of the skills moms were cultivating while they led their families through the pandemic:

Improvisation, innovation, creativity, emotional intelligence, resilience, intergenerational communications, tech literacy, super-human levels of multitasking, trauma processing, fundraising... even choreography! (TikTok, right?)

There is NOTHING mothers didn't do during COVID-19. They breastfed on Zoom, turning pages in a picture book for their toddler and keeping an eye on their phone timer to ensure they didn't burn dinner.

Mama, you need to recognize the new skills you developed over the past 18 months and put them on your resume with confidence and pride. And then ask your best friend to read it. We all know moms aren't always the best at naming their most impactful skills and contributions in writing. Get supported in taking a 360 look at your skill sets, including those you developed at home juggling childcare and homeschool, budget tightening, multitasking, and remote EVERYTHING. And consider paying it forward and doing the same for another mother.

You have MAD skills, and you may need help seeing them. That's where our team of highly trained life and leadership coaches comes in.

There's A LOT a Luscious Mother coach can help you accomplish in 40 minutes:

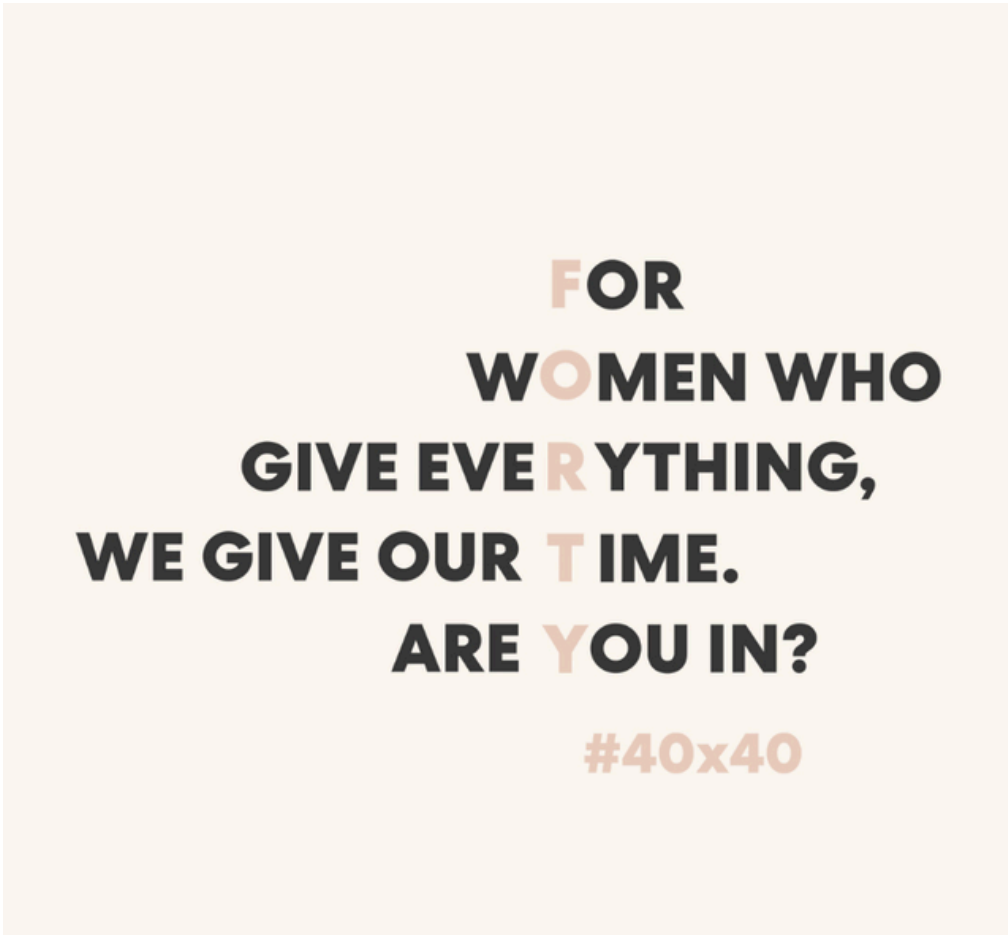
- Ask clarifying questions to help you understand what you want and what's in the way.
- Help you determine your conditions for satisfaction (what are your non-negotiables, and where are you willing to be flexible?)
- Illuminate your superpowers so you see everything you have to offer!


Humbleness is so pre-pandemic. It's time to own your luscious power.


In honor of Megan Markle's lusciousness, we're giving away 40 40-minute coaching sessions to women who need support returning to the workplace.

If you'd like the chance to be mentored by a Luscious Mother coach, please comment on this post on our Instagram feed. We'll choose 40 women from these comments.


CAPITALIZING ON MEGAN MARKLE'S 40x40 INITIATIVE




 lusciousmother · Follow ...





 **lusciousmother** In honor of Meghan Markle's Lusciousness, we're joining the #40x40 initiative and giving away forty 40-minute coaching sessions to women who need support preparing themselves to return to the workforce.


If you need support, comment below for the chance to be mentored by a Luscious Mother coach. Know someone else who could use support? Be sure to tag her too!  
[#CompassionInAction](#)  
Edited · 154w

 allisonmarie0329 Yes please. I've lost my way. I have been a mom for a decade now and I really have no idea what I'm doing. Next year the three of them will be in full time school, but I don't have the investment of time and money necessary (nor would that guarantee the salary I need to make it worthwhile) to pick up my old career.  
154w 1 like Reply

— View replies (1)

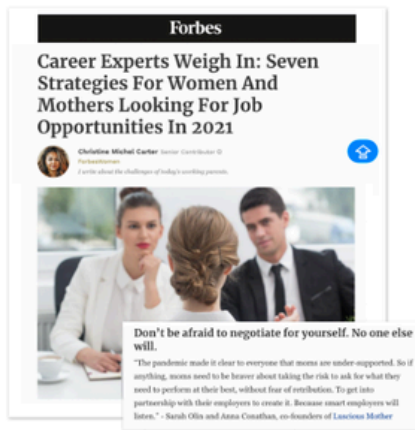
 amadumi I need all the help I can get. I want to make my time count.  
154w Reply

 Liked by [annaconathancoaching](#) and 39 others  
August 6, 2021

# Karie Reynolds

## LUMO CAMPAIGN RESULTS



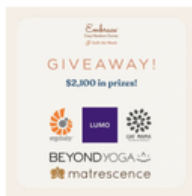
### Celebrating Lusciousness: Luscious Mother Joins 40x40 Initiative

How do you see the ideal of equal division of labor at work? It might happen when women come together to support each other and share ideas. It could be when their supervisor is a woman who understands the challenges of motherhood. It could be when their colleagues are all women. Or it could be when they're all women. It's all about the support and the shared experiences that women bring to the workplace. It's about the resilience and the ability to overcome challenges. It's about the strength and the courage to stand up for what's right. It's about the power of community and the ability to lift each other up. It's about the love and the care that we bring to everything we do. It's about the joy and the fulfillment that we find in our work. It's about the pride and the satisfaction that we feel when we know we've made a difference. It's about the hope and the optimism that we have for the future. It's about the faith and the belief that we have in ourselves and in each other. It's about the courage and the bravery that we have to face our fears and to take risks. It's about the strength and the resilience that we have to overcome our challenges and to achieve our goals. It's about the love and the care that we bring to everything we do. It's about the joy and the fulfillment that we find in our work. It's about the pride and the satisfaction that we feel when we know we've made a difference. It's about the hope and the optimism that we have for the future. It's about the faith and the belief that we have in ourselves and in each other. It's about the courage and the bravery that we have to face our fears and to take risks. It's about the strength and the resilience that we have to overcome our challenges and to achieve our goals.

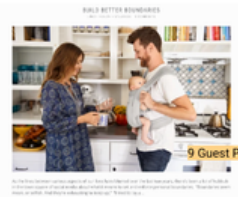
### Working Harder Isn't the Answer: How Prioritizing Rest Will Help You Accomplish More

By LUMO Leadership

Working harder isn't the answer. In fact, it's often the opposite. When you're constantly pushing yourself to the limit, you're more likely to burn out and lose your productivity. Prioritizing rest and self-care is essential for maintaining your energy and focus. It's about taking time for yourself and for your family. It's about setting boundaries and saying no when you need to. It's about being present and fully engaged in the moment. It's about taking care of your physical, mental, and emotional health. It's about being kind to yourself and recognizing your own limitations. It's about being patient and understanding that progress takes time. It's about being grateful for what you have and for the people who support you. It's about being open to new experiences and opportunities. It's about being flexible and adaptable to change. It's about being resilient and able to bounce back from setbacks. It's about being brave and taking risks. It's about being honest and vulnerable. It's about being authentic and true to yourself. It's about being compassionate and understanding of others. It's about being grateful and appreciative of the little things in life. It's about being optimistic and hopeful for the future. It's about being confident and believing in yourself. It's about being courageous and standing up for what you believe in. It's about being kind and generous to others. It's about being loving and caring for those who matter to you. It's about being happy and content with who you are and where you are in life. It's about being peaceful and at ease with the world around you. It's about being joyful and finding happiness in the simple things. It's about being grateful and appreciative of the people who love and support you. It's about being kind and understanding of others. It's about being patient and taking time for yourself. It's about being present and fully engaged in the moment. It's about being resilient and able to bounce back from setbacks. It's about being brave and taking risks. It's about being honest and vulnerable. It's about being authentic and true to yourself. It's about being compassionate and understanding of others. It's about being grateful and appreciative of the little things in life. It's about being optimistic and hopeful for the future. It's about being confident and believing in yourself. It's about being courageous and standing up for what you believe in. It's about being kind and generous to others. It's about being loving and caring for those who matter to you. It's about being happy and content with who you are and where you are in life. It's about being peaceful and at ease with the world around you. It's about being joyful and finding happiness in the simple things. It's about being grateful and appreciative of the people who love and support you.



Inclusion in multi-brand giveaway for launch of new Embrace Carrier



Free Ergobaby Omni Dream Carrier with purchase of LUMO's Expecting Moms Online Program



Sent to 100K weeSpring subscribers



"We'll also continue to send this to our new subscribers and again to current folks at timely intervals (i.e., perhaps after maternity leave is over—or a year post due-date in case moms didn't return to work right away—we collect this info when users sign up). This email will hit inboxes at a time when they are needing/wanting this type of support!" - S, weeSpring's newsletter editor

Over six months, I led a targeted media campaign positioning Luscious Mother as a go-to resource for working mothers and LUMO as a leader in workplace culture and women's retention.

Press coverage landed in **LiveCareer**, **Forbes**, and **Babe by Hatch**.

LUMO leaders' responses to media queries and commentary on trending news provided the starting point for **10 original articles** I co-wrote with LUMO's leadership team for Medium, LinkedIn, and guest publications,

I secured brand partnerships with Ergobaby, weeSpring, and Belabumbum that **extended the brand's reach** into aligned communities. The partnerships generated nine co-authored articles on Ergobaby's blog, a live Q&A, newsletter features, multi-brand giveaways, and shared social content — building the kind of credibility and community that advertising alone cannot buy.