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Customer Service is one of Southwest's top priorities, second to Safety, of course. We like to say that we are in the Customer Service industry, and we just happen to fly airplanes. At Southwest Airlines, we consider ourselves much more than just a business; we are a neighbor in the community where you live. We champion causes that matter most in the communities we serve by developing long-lasting relationships. Learn how Southwest zigs when others zag, how we engage our Employees, and how we've managed to maintain our profitability and keep Customers coming back time and again in our 40-year history.

July 2007 Laurel started her career with Southwest Airlines as a Writer in Customer Relations. In January 2010, she accepted a position in the Communication & Strategic Outreach Department. As a Communication Strategist, Laurel works with internal and external communication for Southwest including blogs, social media, LUVLines (company magazine), Green/CSR initiatives, spokesperson duties, issues management, and a weekly employee newscast.

Laurel's social media duties entail her to engage with followers/fans on Southwest's social channels, work with Customer Relations Team to respond online, work with Philly Foodie Mary Bigham to blog/tweet/facebook about traveling in the name of food, blogger and moderator for NUTS About Southwest Started. Before beginning her career at Southwest, she worked in sales for GMAC and also worked in Media Relations for the racing events at Texas Motor Speedway.

Laurel earned a B.A. in Broadcast Journalism from the University of North Texas. She continued her education at the University of North Texas and earned a Master's degree in Journalism with a focus on Integrated Marketing Communication.