

SUMMARY OF QUALIFICATIONS

Strategic and results-oriented leader with over six years of experience spanning public opinion research, project management, political operations, and journalism. Proven ability to design and implement survey methodologies, analyze complex data, and deliver actionable insights for high-level decision-making. Adept at managing and mentoring teams, building client relationships, and driving innovative solutions. Works seamlessly with executive leadership to advance organizational goals and product development. Passionate about advancing social science research and fostering growth in dynamic, fast-paced environments.

SIGNATURE STRENGTHS & COMPETENCIES

- **Program & Project Management:** Led multimillion-dollar initiatives, managed cross-functional teams, and streamlined operations.
- **Civil Engagement & Coalition Building:** Experience in political operations, grassroots organizing, and stakeholder collaboration.
- **Strategic Budgeting & Contract Management:** Directly involved in drafting \$20M municipal contracts for council budget allocations.
- **Leadership & Team Development:** Managed teams of 10+ professionals, driving performance and mission alignment.
- **Policy & Electoral Strategy:** Strong understanding of civic engagement, youth-led campaigns, and compliance in C3/C4 environments.
- **Content & Communications Expertise:** Skilled in strategic messaging, endorsements, grant writing, and public relations.

EXPERIENCE

Kyia B. Young, L.C., Remote

June 2020 – Present

Owner, Business Consultant, Strategist

- Partnered with government nonprofits and small businesses to develop grant proposals, surveys, brand and strategic plans tailored to stakeholder goals.
- Designed research initiatives to inform branding and marketing strategies for clients in the socio-political and tech sectors.
- Produced thought leadership pieces and campaign strategies that emphasized DEI and organizational change.

Seer World, Hybrid

March 2022 – January 2025

Sr. Manager, Digital Media & Project Operations

- Define and lead project scopes, timelines, and budgets in close collaboration with project teams; track and report on progress against schedules and budgets and ensure the team adheres to project scopes.
- Drive business planning for a team of 11 individuals. Duties include, but are not limited to planning processes, communications, budget construction, business case construction, and creating connectivity with finance, HR, analytics, and commercial clients/teams to integrate marketing planning and forecasting processes with the rest of the business.
- Facilitated coalition partnerships and outreach strategies, fostering stakeholder engagement and collaboration.
- Operated as the CEO's right-hand partner, overseeing mission-critical projects across economic development and communications sectors.
- Designed and managed research initiatives, including surveys and focus groups, to analyze public opinion on city-led urban development plans.
- Oversaw strategic communication efforts, ensuring clear messaging in public outreach and electoral initiatives at a municipal-level.

City of Roswell, GA / City of Modesto, CA (Seer World), Hybrid

March 2022 – January 2025

Project Management Consultant, Economic Development & Communications

- Conducted comprehensive research and community engagement to support city planning and economic development initiatives.
- Authored detailed proposals and RFPs incorporating survey data and market research to inform urban development strategies.
- Facilitated workshops with city officials and community stakeholders, promoting data-driven decision-making.
- Pioneered initiatives to improve public understanding and support of development projects, utilizing storytelling and strategic communication.

Microsoft, Remote

February 2022 - April 2022

Sr. Writer, Content Studio, Industry (Contract)

- Developed research-driven content for global cloud marketing campaigns, leveraging survey insights and SEO data to refine messaging.
- Collaborated with cross-functional teams to produce client-facing deliverables tailored to diverse industry needs.
- Conducted analysis of campaign metrics and recommended strategies to optimize content performance.

Bleeker, Remote

August 2021 – February 2022

Company Ambassador & Content Editor

- Spearheaded SEO research and analytics to optimize web content and increase user engagement for product offerings.
- Partnered with internal teams to enhance research capabilities and refine the website and brand development methodologies.
- Provided high-level analysis and reporting to support client objectives, streamlining their user experience strategy.

Jon Ossoff for Senate Campaign, Atlanta, Georgia

December 2020 – January 2021

Mobilization Team (2020 Election Cycle)

- Spearheaded voter outreach initiatives, mobilizing grassroots efforts to increase youth and minority voter turnout.
- Coordinated campaign events, developed strategic messaging, and managed volunteer teams to executive GOTV efforts.
- Analyzed voter data to optimize engagement tactics and improve overall campaign efficiency.

CUNA Mutual Group, Remote

May 2021—July 2021

Content Writer (Contract)

- Conducted employee surveys and analyzed results to inform internal communications strategies.
- Designed targeted communication materials for senior leadership, integrating research insights into strategic messaging.
- Collaborated with DEI leaders to promote diversity-focused initiatives and company-wide engagement.
- Conducted policy research and developed strategic frameworks for internal grassroots advocacy programs.
- Drafted speeches and communication materials for executive leadership focusing on civic engagement and DEI initiatives.

Mailchimp, Atlanta, GA

January 2020 — April 2020

Corporate Communications Intern

- Supported internal and external communications projects, including award submissions and DEI initiatives.
- Conducted research to measure audience sentiment and proposed new survey methodologies for tracking campaign success.
- Played a pivotal role in planning high-profile events, leveraging public opinion research to shape marketing strategies.

PAST POLITICAL ORGANIZATIONS

Office of Mayor – President Kip Holden, Baton Rouge, Louisiana (2011 – 2014)
Mayor's Youth Advisory Council Secretary

Louisiana Youth Seminar, Baton Rouge, Louisiana (2012 – 2013)
LYS Vice President (2013)

Youth Legislature, Baton Rouge, Louisiana (2009 – 2014)
Press Runner / Delegate

PUBLICATIONS / PRESS EXPERIENCE

- Microsoft
 - *SEO Feature Articles – “Cyberattacks”*
 - *Briefs – “Energy”*
 - *Promotional Emails – “Governments Must Focus on Resiliency in Hybrid World”*
 - *Vidyard Page(s) – “Financial Services GEP”*
- CUNA Mutual Group (Finance)— **can send these internal documents via email**
 - *COVID-19 re-entry messaging to Senior Leadership*
 - *Intersectionality writing in partnership with Director of Diversity, Equity, and Inclusion*
 - *Senior Leadership team messaging and drafting for company news and events*
- Stitch Fix (Fashion) – **can send this via email**
 - *Developed copywriter project to assist copywriting team on Diversity, Equity, and Inclusion*
 - *Spearheaded SEO keyword research, CTAs, and audience engagement on newsletters, ads, email, and social media posts with Stitch-Fix specific language and copy*
- Mailchimp (Tech)—
 - *Senior Leadership Blog Posts*
 - *Development of social media copy for Black History Month Campaign*
- Mailchimp Presents (Tech)—
 - *Video Description*
 - *Social Media Copy*
- Bleeker (Tech Start-Up)—
 - *Blog post write-ups*
 - *Copywriting newsletters, internal communications, and editing*
 - *SEO Optimization on external blog posts and website landing pages*
 - *Researched technical information used by lead writer for web site user experience*
- Agency PURE (Agency)—
 - *SEO Optimization on external blog posts and website landing pages*
 - *Drafted case studies for Agency PURE clients*
- Carex Consulting (Agency)—
 - *SEO Optimization on blog posts*
- The Super Fundraiser (Nonprofit) —
 - *Created brand strategy and drafted client-focused copy on website*
 - *SEO Optimization on website landing pages*
 - *Grant writing opportunity in partnership with LAWA*
- Brand Syntax (Woman-Owned Tech Start-Up) –
 - *Produced blog post on the importance of Diversity, Equity, and Inclusion leaders within corporate*
 - *Assisted with SEO research for Brand Syntax*
- The Vermilion—
 - *Critical Race Theory studies relationship between race, racism*
 - *SGA to meet with Gov. Edwards at Capitol next week to discuss higher education funding*
 - *SGA plans for UL System Day, discusses voter turnout*

EDUCATION

Louisiana State University, Baton Rouge, LA October 2020 – December 2021
Master in Liberal Arts (Online), Focus: Political Science
GPA: 3.82
Relevant Coursework: Changes in Organizational Systems, Political Communication, Liberal Arts: Themes & Commonalities

Clark Atlanta University Atlanta, GA August 2018 - May 2020
Master in Business Administration
Dual Concentration in Marketing and Sports & Entertainment Management
GPA: 3.6
Extracurricular(s): Student Government Association, International Programs Graduate Assistant, Graduate Admissions Graduate Assistant, Distance Learning Graduate Assistant

University of Louisiana at Lafayette Lafayette, LA August 2014 - May 2018
Bachelor of Arts in Communication, Public Relations
Minor in Promotional Management
GPA: 3.13
Extracurricular(s): Student Orientation Guide, The Vermilion Newspaper Staff Writer, Office of Admissions Tour Guide, USA Today: College Ambassador, UL Peer Mentor, Student Engagement & Leadership Intern