

SUMMARY OF QUALIFICATIONS

Strategic communications advisor and result-oriented leader with more than six years of experience in public affairs, campaign strategy, and brand development. Currently, I serve as the **Communications Chair** for the *Young Democrats of DeKalb*, the **Communications Director** for *Georgia HD 95 candidate Zae Brewer*, and I **lead brand and messaging strategy** for *Uplifting Our Girls*, a youth-focused initiative under Rep. Kim Schofield. I'm skilled at creating persuasive stories, managing media relations, and driving civic engagement through data-driven messaging. I care deeply about promoting Democratic priorities and elevating voices in communities across Georgia.

CORE COMPETENCIES IN POLITICAL COMMUNICATIONS

- **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.
- **Program & Project Management:** Led multimillion-dollar initiatives, managed cross-functional teams, and streamlined operations.

EXPERIENCE

Political Communications & Advisory, Atlanta, GA (Various Roles, Part-Time, Concurrent)

January 2025 – Present

- **Communications Chair, Young Democrats of DeKalb:** Oversee public messaging, branding, and media relations for the county chapter. Create press releases, promote events, and tell stories about Georgia's political scene.
- **Communications Director, Zae Brewer for GA HD 95:** Lead campaign messaging, manage digital and print content, and coordinate a communications plan for grassroots voter engagement.
- **Communications Strategist, Uplifting Our Girls** (Office of Rep. Kim Schofield): Create branding, media materials, and communication plans for youth empowerment groups and community partnerships.

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
Corporate Communications Intern

January 2020 — April 2020

- 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.

CURRENT POLITICAL AFFILIATIONS

Communications Chair – *Young Democrats of DeKalb*
Communications Director – *Zae Brewer for HD 95*
Communications Strategist – *Uplifting Our Girls* (under Rep. Kim Schofield)
Volunteer – *Georgia Democratic Party, Voter Mobilization Initiatives*

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 important 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
 Master in Liberal Arts (Online), Focus: Political Science
 GPA: 3.82
 Relevant Coursework: Changes in Organizational Systems, Political Communication, Liberal Arts: Themes & Commonalities

October 2020 – December 2021

Clark Atlanta University Atlanta, GA
 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

August 2018 - May 2020

University of Louisiana at Lafayette *Lafayette, LA*
Bachelor of Arts in Communication, Public Relations
Minor in Promotional Management
GPA: 3.13

August 2014 - May 2018

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

