

CONTACT

(443) 803- 8381

latoyayoungpr@gmail.com

Greater New York City Area

EDUCATION

UNIVERSITY OF MARYLAND

GLOBAL CAMPUS

MBA: Marketing

December 2020

MORGAN STATE UNIVERSITY

B.S. in Broadcast and

Integrated Media Production

May 2014

SKILLS

Operations Management

Project Coordination

Data Analysis & Reporting

Budget Tracking

Strategic Planning

Stakeholder Engagement

Event & Logistics Planning

Executive Support

Process Improvement

Microsoft Office, CRM & AI Tools

AREAS OF EXPERTISE

Operations & Administration

Strategic Planning & Execution

Team Coordination

Data Analysis & Reporting

Board & Executive Support

Budget & Resource Management

Community & Stakeholder

Relations

Event & Program Management

LATOYA R. YOUNG

STRATEGY & ORGANIZATIONAL DEVELOPMENT PROFESSIONAL

SUMMARY

Organized and results-driven professional with experience in operations, project management, fundraising, and community engagement. Skilled in coordinating teams, analyzing data, managing budgets, and improving day-to-day processes. Experienced in supporting executive leadership, overseeing projects, and building strong relationships with staff and community partners. Brings a hands-on, solutions-focused approach to keeping operations organized, efficient, and running smoothly.

EXPERIENCE

WEEKSVILLE HERITAGE CENTER

Development Associate, Individual Giving

January 2026- Present

- Co-planned and executed the annual Spring Benefit, contributing to \$200K through sponsorships, donor outreach, and ticket sales
- Develop fundraising campaign strategies and manage donor cultivation and stewardship, tracking toward \$20K in Q1
- Coordinate Board and Committee operations across 15 trustees and five Committees, managing meeting logistics, agendas, minutes, and follow-ups; plan cultivation events and guest outreach
- Manage CRM records, analyze fundraising data, create reports and charts, and reconcile gifts with financial entries to ensure accurate revenue tracking

GUCCI G9

Client Engagement Specialist

March 2022-January 2026

- Designed and executed 18 targeted client engagement campaigns to foster communication and enhance client satisfaction
- Achieved a 62.3% increase in open rates within 2 years. through strategic email marketing initiatives
- Collaborated with the merchandising team to create short-form video content, aligning with marketing trends that resonate with next-gen audiences
- Analyzes campaign performances with CRM tools that support data-driven decisions by providing actionable insights

REDSTAGE WORLDWIDE

Marketing Coordinator

February 2019 - March 2022

- Conducted in-depth market research to develop B2B content strategies tailored to targeted audiences
- Managed and optimized multi-platform marketing campaigns, leading to a 59.7% increase in website traffic, 43.5% boost in email open rates, and a 38.2% rise in LinkedIn engagement within a three-year span
- Partnered with internal and external stakeholders to execute co-marketing projects and events, fostering strategic partnerships
- Performed conversion rate optimization using data audits to reduce cart abandonment and improve client retention

LEARNING COMMUNITY CHARTER SCHOOL

Development and Community Coordinator

August 2016-February 2019

- Designed community-oriented programs that enhanced engagement, visibility, and funding outcomes, achieving record-breaking fundraising contributions
- Organized high-impact events, such as the Annual Spring Gala Art Auction, raising over \$20,000 in its most successful year
- Supported grant proposal development to secure additional funding, furthering the school's mission