

Kara Young

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SUMMARY

Systems-minded leader who builds the processes, teams, and tools that turn mission into measurable outcomes. 7+ years spanning nonprofit and civic partnerships, outreach and education programs, fundraising operations, and cross-functional communications. Strengths in organizational systems, budget/financial coordination, staff supervision, donor/grant workflows, and public engagement—with a deep commitment to Texas water, conservation, and community.

work experience

Rainplan (Civic Tech / Environmental Incentives), Austin, TX **Founding Director of Brand, PR & Marketing | 2021–Present**

- Built cross-functional operating rhythms (planning, KPIs, retros) aligning outreach, partnerships, and communications to program goals; helped a 0→1 team scale reliably.
- Implemented and optimized **CRM** and campaign workflows (HubSpot/Airtable/Notion) for partner and stakeholder pipelines; standardized reporting and handoffs between teams.
- Co-led go-to-market for public-sector partnerships, contributing to **\$13M+ in pipeline and \$500K+ in revenue**; supported budget planning with leadership and contractors.
- Supervised and coordinated external creatives/contractors; established **feedback, QA, and performance standards** across content, education assets, and campaigns.
- Earned national coverage (**Washington Post, Architectural Digest**) and sector recognition, aligning storytelling with outreach and fundraising objectives.

Mockingbird Analytics (Nonprofit Consulting) **Marketing Consultant | 2019–2020**

- **Drove \$330K+ in public funding for clients via targeted outreach**, coalition storytelling, and grant-aligned campaigns.
- Built scalable partnership and stakeholder frameworks tailored to civic pain points; formalized tracking and follow-up systems to improve conversion and stewardship.

Housing Corp. of America (Community Programs) **Community Programs Manager | 2017–2019**

- Managed city-agency and nonprofit relationships across community programs; recruited/supervised 12 instructors and implemented curricula and evaluation loops.
- Supervised, hired, and created onboarding practices for 12+ employees; performance/feedback cycles **with the highest retention in 10 years**
- Developed grant-funded communications and enrollment campaigns that increased participation and long-term funding support.

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Starlux Games (Early-Stage Startup) **Channel Partnerships Manager | 2017–2019**

- Led DTC launch (Amazon/Kickstarter) generating \$150K+ early revenue; created partner onboarding, CX workflows, and performance reporting.
- Built yearly/quarterly integrated campaign calendars tied to business goals

Freelance Assistant Director & Event Producer | 2011–2019 **Channel Partnerships Manager | 2017–2019**

- Produced decks and multimedia for mission-driven brands; translated complex ideas into high-conversion visual storytelling for campaigns and events.
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leadership highlights

- **Systems & Policies:** Created reusable toolkits (operating calendars, RACI, SOPs, risk/QA checks) to improve execution reliability across programs and campaigns.
 - **Fundraising Infrastructure:** Implemented CRM stages, acknowledgement cadences, and grant tracking templates to support appeals/events and partner development.
 - **Outreach & Education:** Co-developed partner education assets and community-facing content; coordinated workshops and public-facing activations that advanced adoption of environmental incentives.
 - **Public Representation:** Spokesperson/producer for earned media features; aligned messaging with advocacy, outreach, and fundraising goals.
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education

B.S., Radio-Television-Film, The University of Texas at Austin
Study Abroad, FAMU Film Institute, Prague, Czech Republic

key skills

- HubSpot (CRM,) **Airtable**, Notion, **Google Workspace/Analytics/Ads**, Meta Ads, **Python (light)**, Adobe CC, **Canva**, Figma, **Chat GPT Agents**.
- Familiar with vendor/contractor management and negotiation, bookkeeping coordination, and data hygiene for CRM/reporting.
- Design skills along with video producing and editing