

Kara Young Portfolio

Creative Work

Strategy, Content, Growth

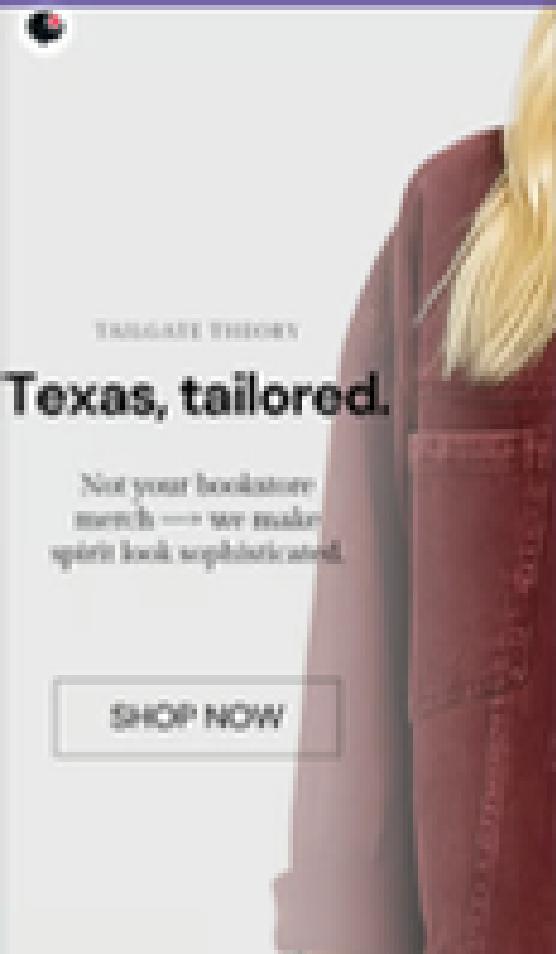
Who I Am

I'm a data-driven digital marketer with 8 years of experience crafting campaigns that connect brands with the right audience.

I specialize in brand storytelling, creative direction, and digital growth. My approach combines creativity with performance — always backed by insights.

KARA YOUNG
LIBRA, SLYTHERIN, #7



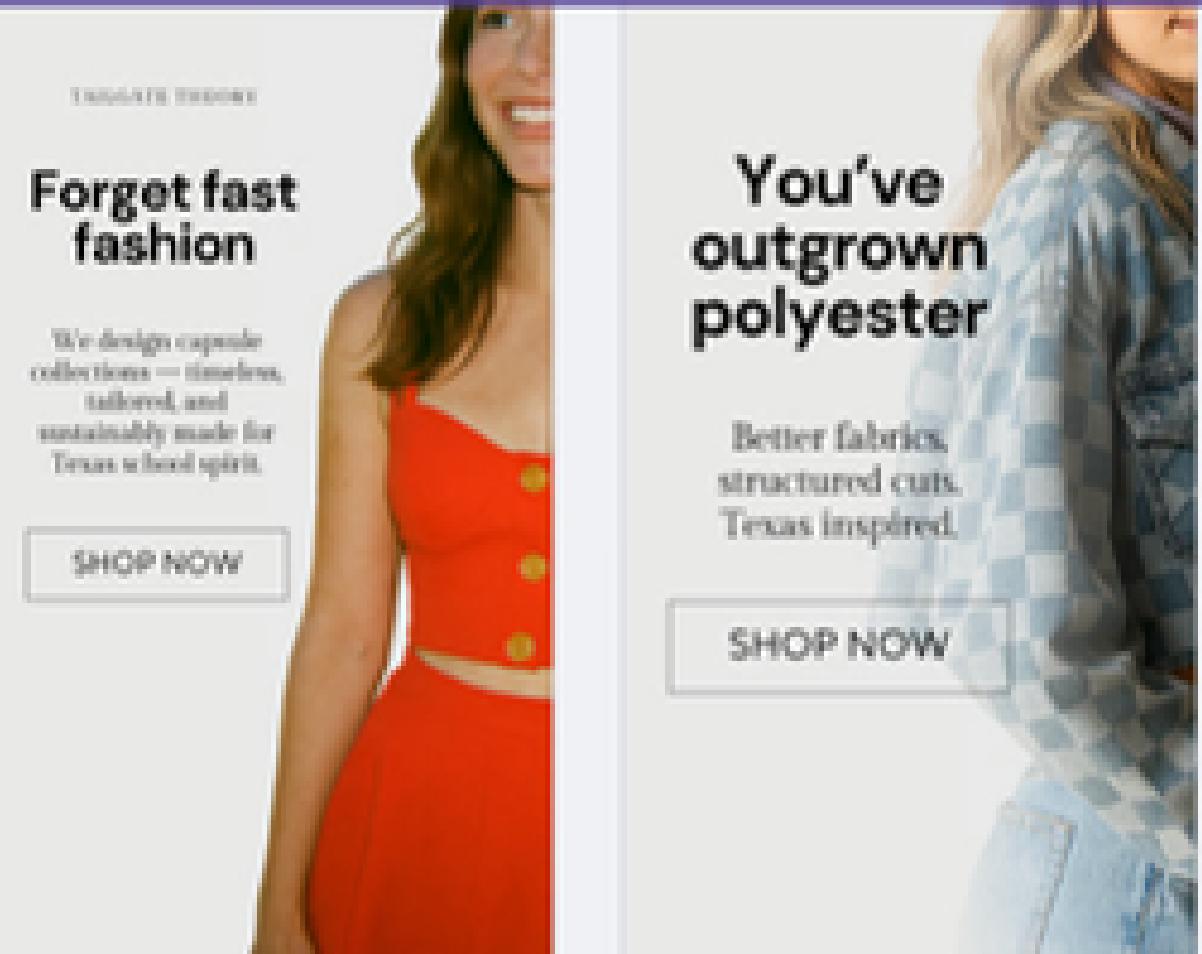


TAILGATE THEORY

Texas, tailored.

Not your bootscouter mom's — we make spirit look sophisticated.

SHOP NOW



TAILGATE THEORY

Forget fast fashion

We design capsule collections — timeless, tailored, and sustainably made for Texas school spirit.

SHOP NOW

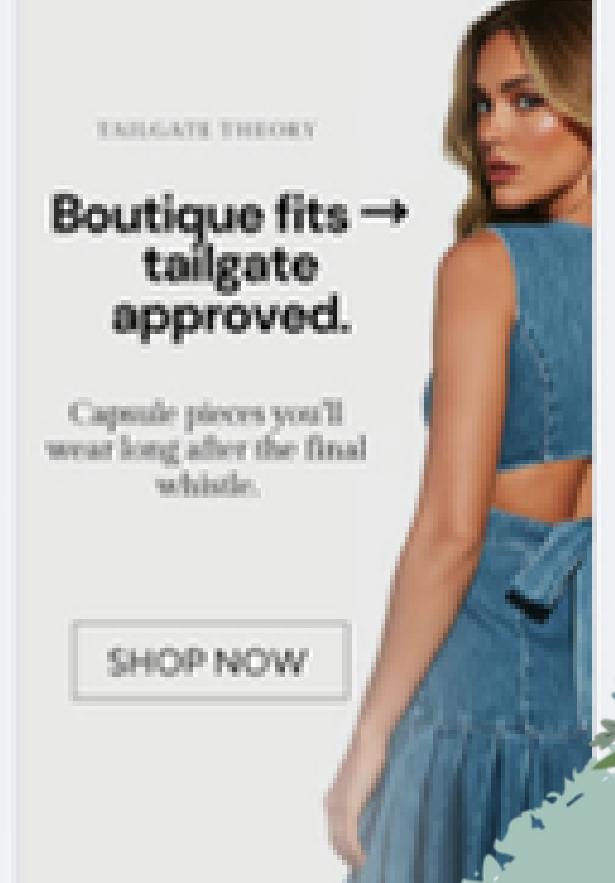


TAILGATE THEORY

You've outgrown polyester

Better fabrics, structured cuts. Texas inspired.

SHOP NOW

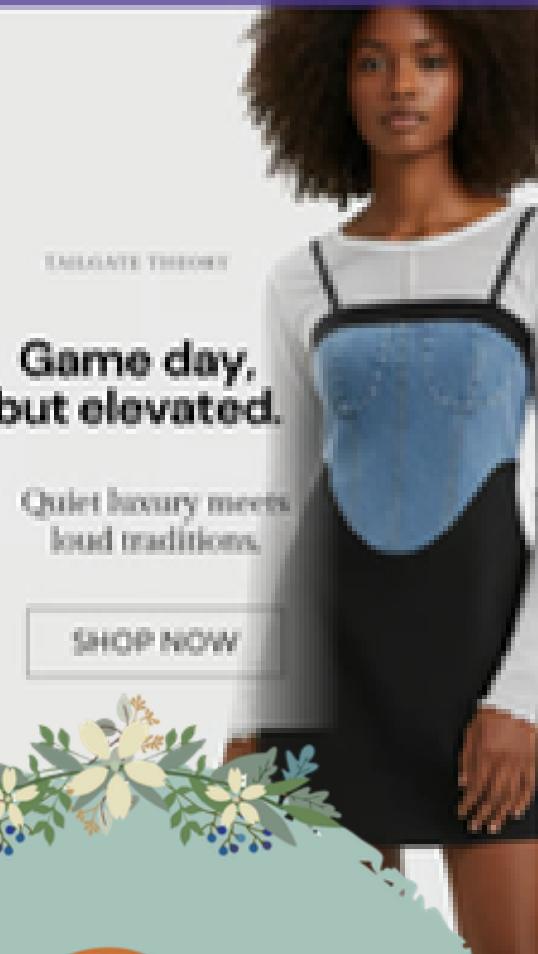


TAILGATE THEORY

Boutique fits → tailgate approved.

Capsule pieces you'll wear long after the final whistle.

SHOP NOW



TAILGATE THEORY

Game day, but elevated.

Quiet luxury meets loud traditions.

SHOP NOW



WHAT IS A GREEN BANK

WHAT, WHY, HOW, NOW

Green banks are similar to traditional bank institutions, but they focus on lending money to clean energy projects.



They use a combination of private and public funding to make green projects feasible and equitable.

TYPES OF PROJECTS FUNDED

- DEVELOPMENT: Funding for developments using green infrastructure
- CLEAN ENERGY: Loans and bonds for upgrading to solar or wind
- TRANSPORTATION: Loans for purchasing or retrofitting vehicles for
- RETROFITS: Both commercial and residential property upgrades
- CLEANUP: Loans to assess and remediate contaminated sites



What I Do

KARA YOUNG

I lead by building systems that actually work and teams that want to show up. My approach is taking impossible ambiguity and turning it into clear creative direction, whether that's launching a brand from scratch or rallying everyone around a vision that makes sense. I'm equally comfortable developing a strategy as I am art directing a shoot or writing the pitch deck that closes the deal. I manage by empowering people to do their best work while maintaining high standards, which means being collaborative yet decisive, creative yet grounded in real outcomes.

SEO/GEO
Marketing
Strategy

Creative
Direction

Social
Media
Planning

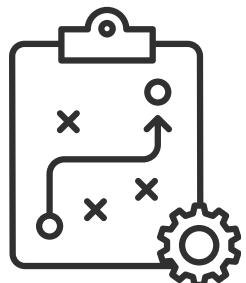
Lifecycle
Email
Marketing

AI
Prompting

Advertising
and Video

Skills Snapshot

KARA YOUNG



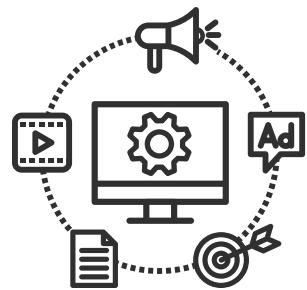
Strategy

Campaign planning,
G2M strategy, brand
voice development



Growth

Organic traffic
optimization, paid
performance
tracking



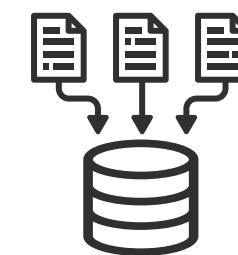
Content

Email flows, blogs,
landing page copy,
decks, and video



Analytics

Engagement
reports, A/B testing



Tools Used

Hubspot, Adobe
Creative Suite,
Canva, SMS,
Google Analytics,
Claude/Chat GPT,
Moz, Zapier

Up Next

KARA YOUNG

Wellness Email Funnel

Case Studies

Starlux Games, Rainplan

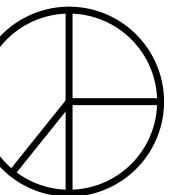
Writing Sample

From Social Capital (Housing Corporation of America)

One Pagers

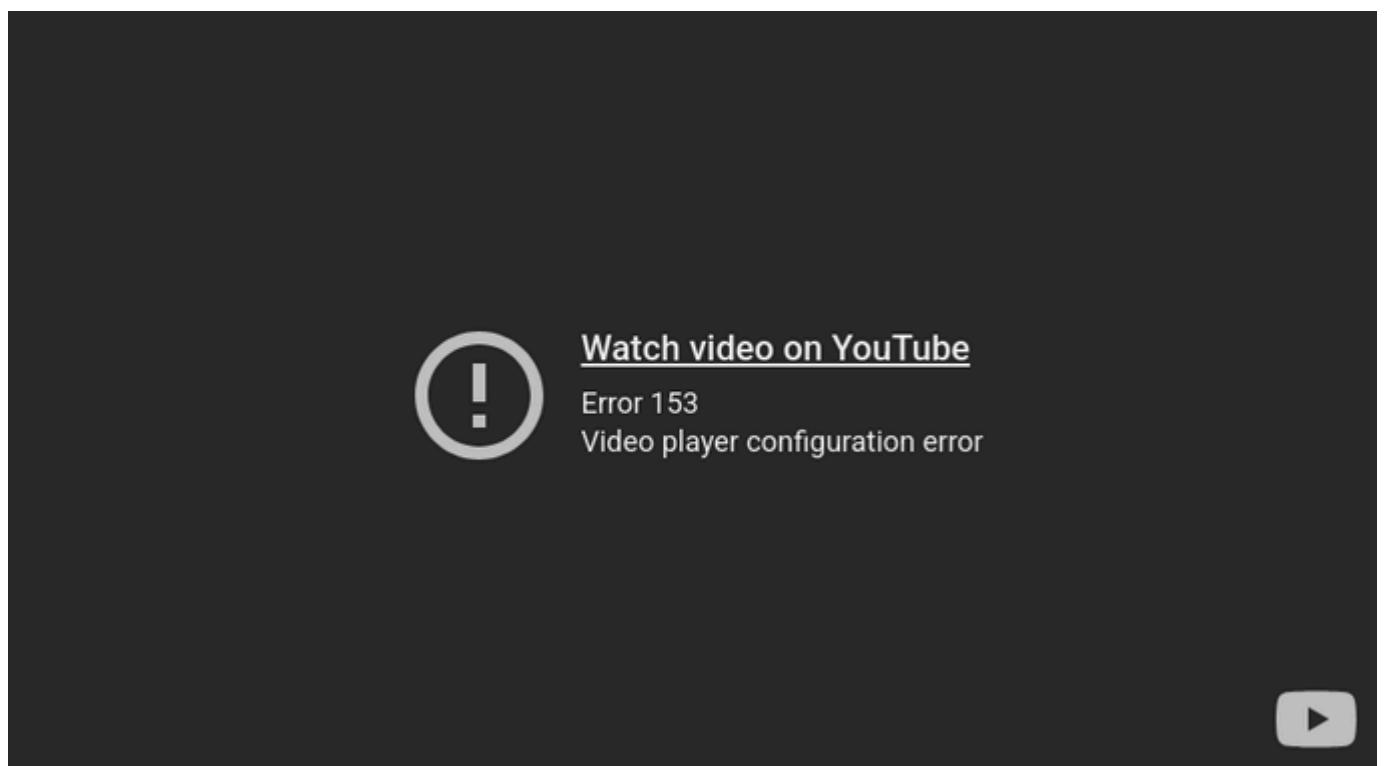
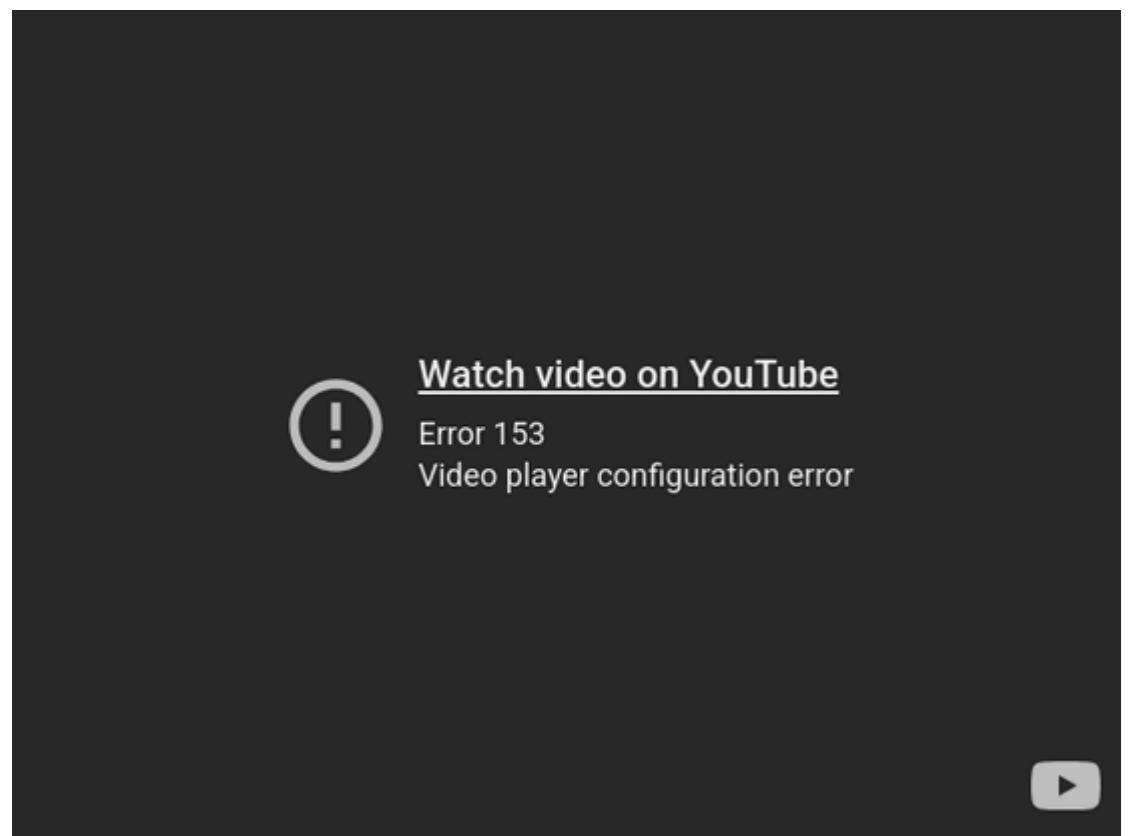
One pagers for B2B and for Investor Decks

Video



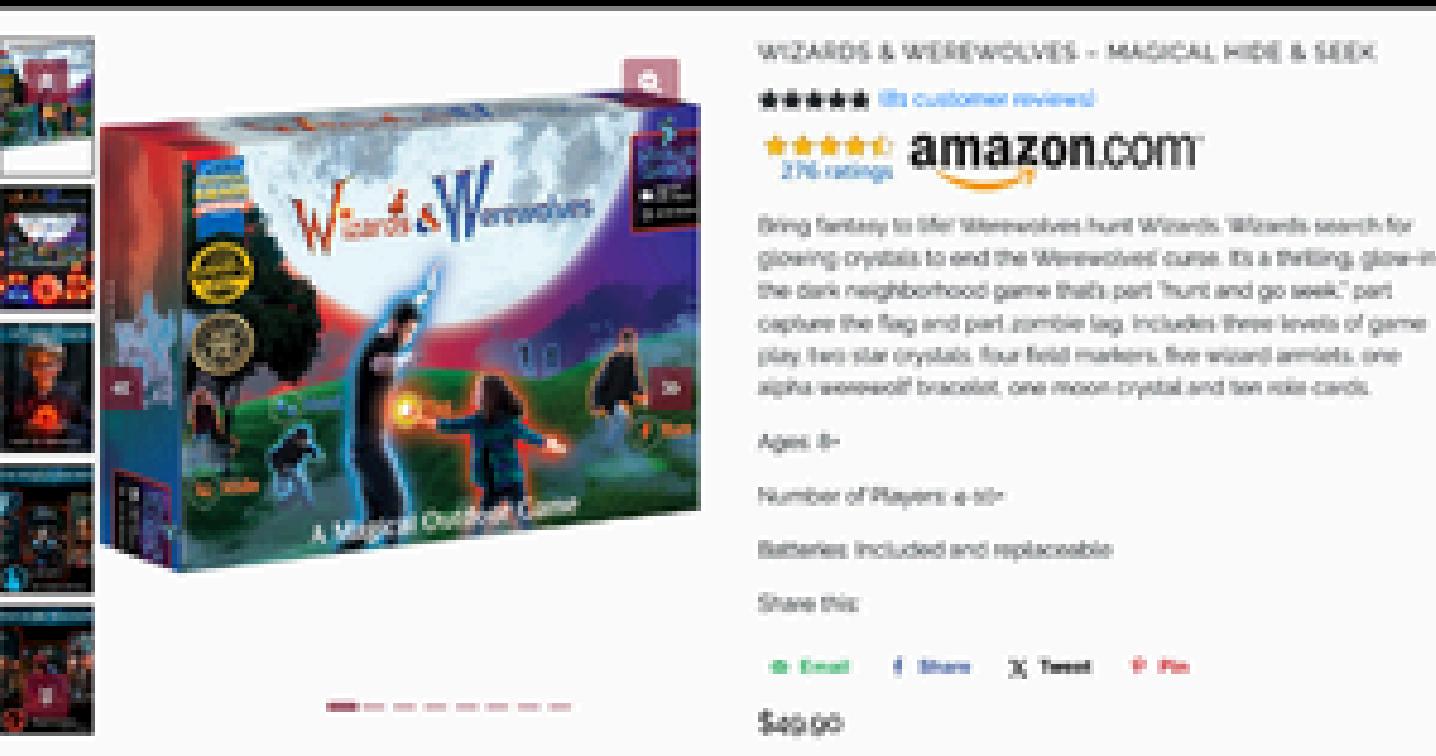
[Starlux Games Video](#)

[Rainplan Ad](#)



STARLUX GAMES

YOUTUBE, REDDIT, AND MOMMY INFLUENCE



WIZARDS & WEREWOLVES - MAGICAL HIDE & SEEK.
★★★★★ [See customer reviews](#)
★★★★ [See ratings](#) [amazon.com](#)

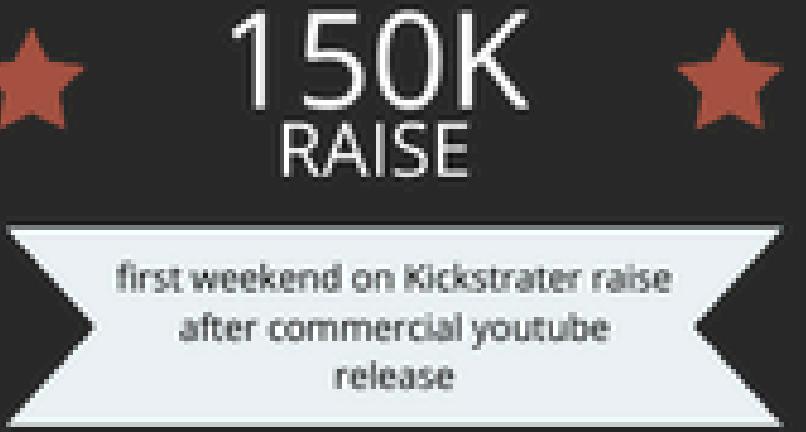
Bring fantasy to life! Werewolves hunt Wizards. Wizards search for glowing crystals to end the Werewolf's curse. It's a thrilling, glow-in-the-dark neighborhood game that's part "Hide and go seek," part capture the flag and part zombie tag. Includes three levels of game play, two star crystals, four field markers, five wizard armlets, one night werewolf bracelet, one moon crystal and ten role cards.

Ages 8+
Number of Players: 4-10
Batteries included and replaceable
Share this:
[Email](#) [Share](#) [Tweet](#) [Pin](#)

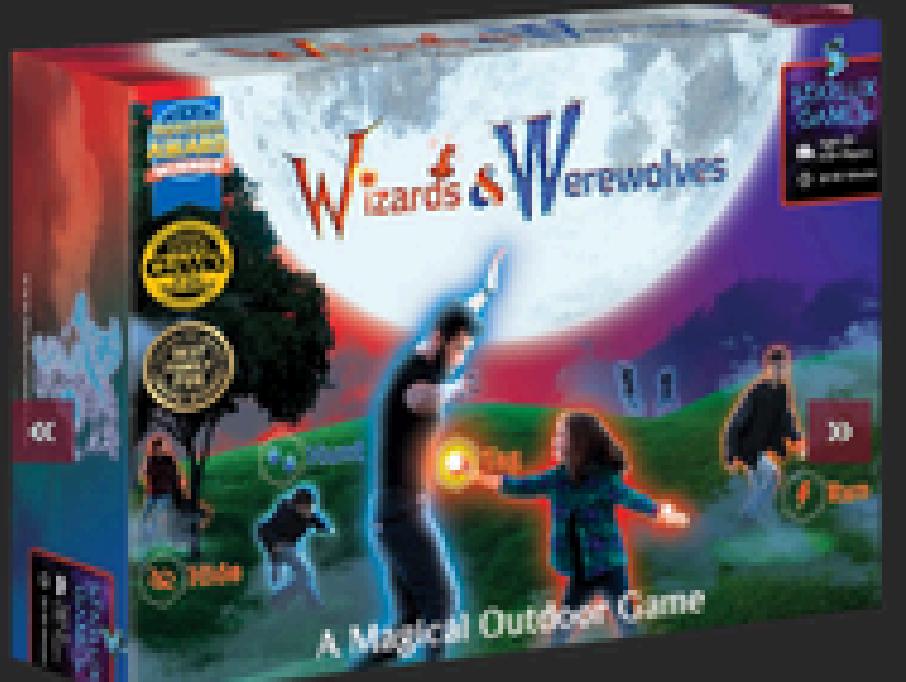
\$49.99

THE STRATEGY

Traditional toy marketing targets parents through paid channels. I went where parents actually spend time: Reddit parenting communities and niche mommy blogs. Built authentic relationships first—answered questions, provided value, became a trusted community member—before introducing the product. Crowdfunding success came from community buy-in, not broadcast advertising.



THE AUDIENCE
Parents actively seeking screen-free entertainment options in online communities—specifically Reddit's parenting subreddits and established mommy blog audiences where product recommendations carry social proof.



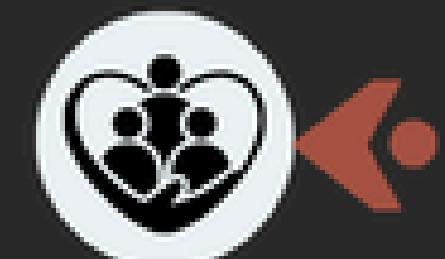
Youtube

- Converted 94% of engaged community members into backers or advocates



Reddit

- Built email list of 3,200+ highly qualified customers for future product launches
-



Mommy blogs

- Established repeatable playbook for community-led product validation

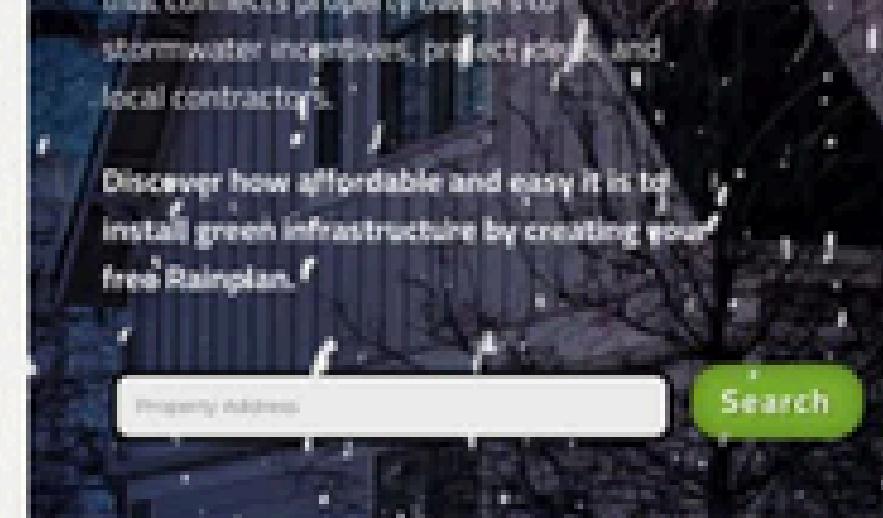


Making Stormwater Sexy

Translating B2B SaaS Into Mainstream Media Gold

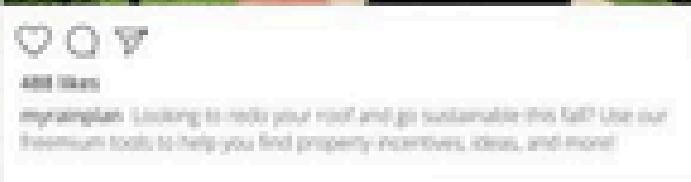
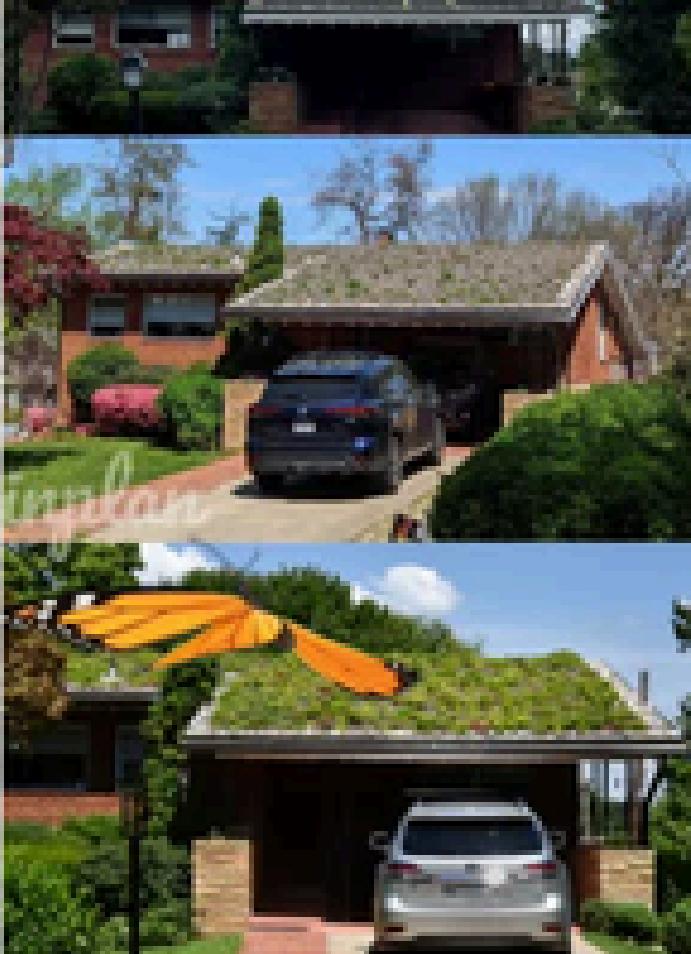
Climate tech has a storytelling problem—too much jargon, not enough narrative. I repositioned Rainplan's stormwater management software from "compliance tool" to "infrastructure innovation" by mapping our product value to three distinct audience psychographics:

1. Design-conscious homeowners → Rain gardens as landscape architecture
2. Policy wonks → Climate adaptation infrastructure investments
3. Municipal decision-makers → ROI on flood mitigation



The Execution

- Analyzed 2 years of climate tech coverage using natural language processing to identify narrative gaps.
- Created audience-specific asset libraries: technical spec sheets for engineers, visual renders for design press, case studies with cost savings for policy outlets
- Repurposed each media hit into micro-content tailored to the audience that outlet reached



Used AI-powered sentiment analysis tools to segment media outlets by coverage patterns and identify journalists writing at the intersection of our angles. Built custom pitch decks for each audience type—some product, completely different narrative framing.



"IF I LEARNED ANYTHING FROM WORKING IN REALITY TV, IT'S THAT PEOPLE SHOUTING OPINIONS WILL ATTRACT EYES."

debate is money

THE STRATEGY

I identified that rain collection is a politically divisive topic in the southwest (property rights vs. environmental regulation). Instead of avoiding controversy, we leaned into it—crafting ad creative designed to spark debate in the comments section. “Collect what’s yours.” “It’s your rain”. Turned our ad spend into organic reach by triggering genuine political conversation that algorithmic platforms reward.

3.2x average engagement rate vs. standard Rainplan ads
Comments section became free market research—surface-level objections revealed deeper purchasing barriers
Cost per qualified lead dropped 47%

PROFILE

MAKING THE DIFFERENCE

LONNI HERTLING TSA RENOVATIONS MANAGER

Written by Kara Young

It is important to understand the initial affect Lonni Hertling has on any one individual-and this is it: Hertling can make you feel inadequate in your contribution to life. She also has the unique effect of energizing your psyche. To begin, Lonni Hertling is the Renovations Manager for Thomas Safran and Associates. She was also a previous regional manager, previous property manager, previous youth minister, and more than likely a general of a large army in a previous life.

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Lonni Hertling



"PEOPLE DON'T LIKE CHANGE
EVEN IF IT'S FOR THE BETTER."

better," says Hertling. For example, one senior family was adamant that they would not be moving out of their apartment for a renovation. They even tried to sue Hertling in the process. "This is the kind of stuff you have to get them through," says Hertling. So she went over to their apartment one morning and tried explaining the process to them. "I have two hours before work, so what can I do?"

Hertling then started collecting dishes and wrapped them in newspaper to start packing. The residents were stunned, and fearful.

"They said 'This is really gonna happen,' and I said 'yes' and I'm gonna get you through it," states Hertling.

"Of course they loved it when it was done. The best part of this job is showing the residents their new home when it's done. This family started crying and hugging me and I thought 'That's it.' I was able to keep the promise."

Hertling's first introduction into the world of property management started out as a mother-daughter duo. Her mother would work in the office collecting rents and Hertling would handle the rest. Their first property was something new for Hertling.

"I thought HUD was a mess with Paul Newman! I thought 'Oh my God, we're in trouble,'" says Hertling.

So Hertling read up on affordable housing. She attended ALMA and Louis Reed conferences (and later was awarded "Supervisor of the Year 2006" from ALMA). She studied and she prepared. This seems to be a common thread for her. When she talks about her days in maintenance, she mentions

that if she did not know how to do something, she read every book she could on the subject and taught herself how. Her extensive years of experience in management and maintenance led her to her current position as a renovations manager. Renovations are a unique aspect of Thomas Safran and Associates. When older properties are acquired, TSA tends to go in and completely renovate the property and create something that a Los Angeles county resident could only dream of living in. The hard part however is often the aftermath when residents realize they have to pack and move out of their home during the process. This is especially hard on senior residents.

"People don't like change even if it's for the

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www.myrainplan.com



80%

of rain falls on private property.



Property Owner Services

Our tools like Virtual Site Visits, StormScores, Contractor Matching, and upfront funding help spur adoption for property owners.



We Generate Engagement

Our marketing is fine tuned to educate your audience and target qualified property owners for outreach compliance.



More Application Support

We are purpose-built for teams to collaborate with all stakeholders on one democratized platform. Not only do we drive more applications to your program we help organize them.



Maintenance + Retention

Tap into Myrainplan.com to build a community of your incentive recipients, send helpful maintenance reminders, and even request updated photos!

US Water Alliance
"Outstanding Private Sector Organization"
2023



Property Owner

"All my experiences with Rainplan have been tremendous. Everyone has been very responsive and because we were participating in a program there was a lot of paperwork, but I didn't have to do that. They pushed it down the road and got in touch with me if they needed anything." - **Amy B:**



SCALING UP STORMWATER

6,000+ projects facilitated
9+ million Rainplan views



Rainplan

Rainplan is bringing green infrastructure to the private real estate market.

It's not easy getting property owners to retrofit for better stormwater management or conservation; let us empower you.

Rainplan

Green Mobility Hubs

Security. Sustainability. Scale.

Capital Bikeshare Green Mobility Hubs are economical options maximizing incentive programs for project affordability while meeting stormwater and scaled sustainability demands.

- Green infrastructure** interconnects with utility to electrify curb in preparation for electric stations.
- Triple Bottom Line** environmental impacts, with DOEE Stormwater Credit Trading, Low Impact Development, and electrification practices.
- Innovative Infrastructure Funding** Each dollar invested meets multiple environmental, social, and governance objectives.
- Secures new revenue** streams to reinvest into bike station project costs and maintenance - at no cost to Capital Bikeshare.
- Incentives fund project** with \$60,000 from SRC credits put towards new bike station equipment.

First 5 Pilot

Environmental Justice
4 bike stations are located in Wards 7 and 8, and with expansion emphasis will continue to be placed on equitable community improvement in historically disadvantaged neighborhoods.

Electrification
Pilot stations bolster DC's goal of 1/3 of all Cabi stations using electrification practices.

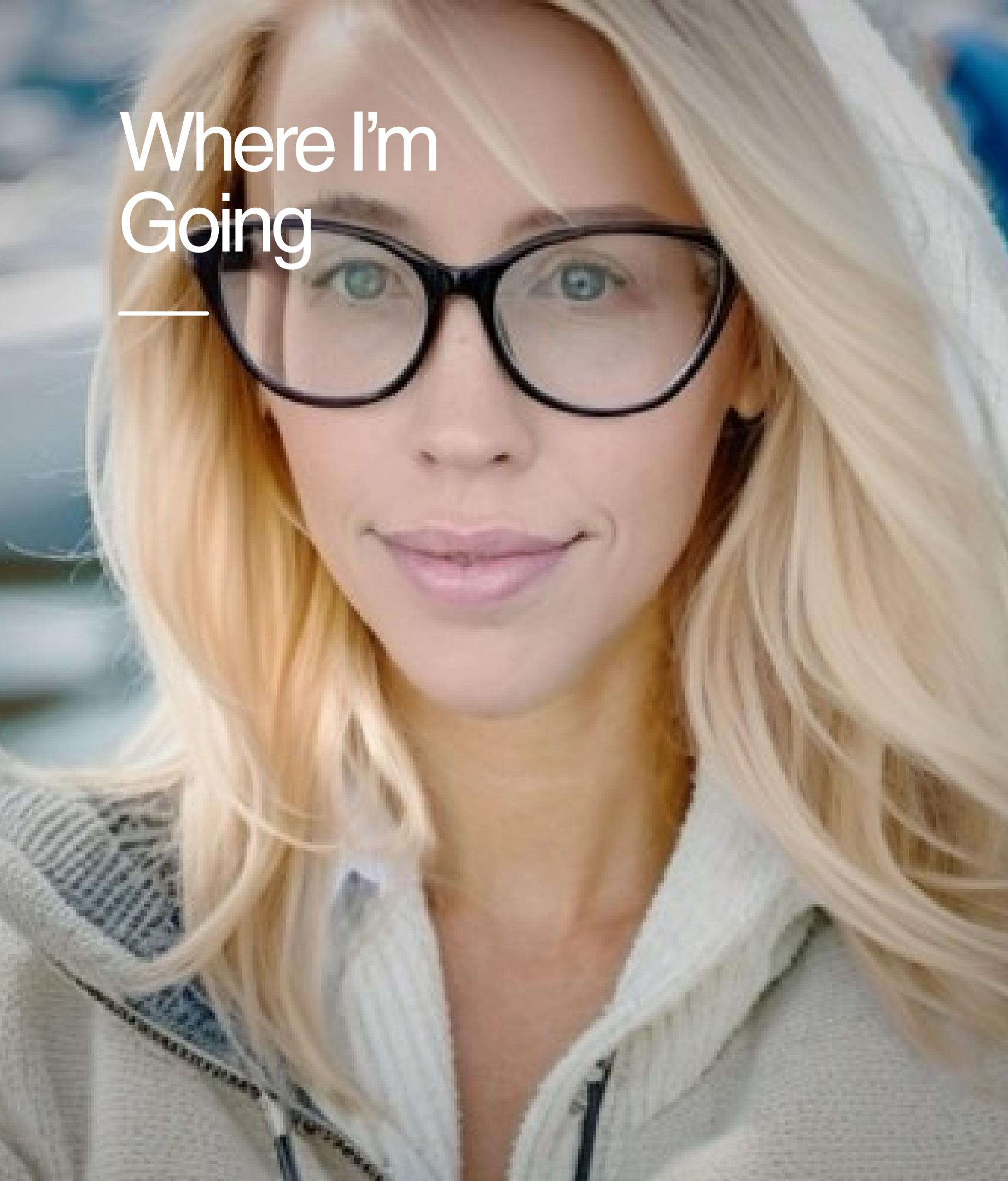
Clean Water
Each station retains 2500-5000 gallons of stormwater pollution per 1.2 inch rain event. All docking stations will connect to a bioswale retaining stormwater runoff.

Expansion

94 Capital Bikeshare stations throughout the DC area

\$3.3 million from Clean Water Construction Grant

\$3 million matching private capital from credit trading



Where I'm Going

KARA YOUNG

- Constantly innovating on learning and developing my own AI prompting library
- Exploring deeper SEO and storytelling integration
- Working more with conscious, mission-driven brands
- Developing new scripts and writing work

Let's connect

KARA YOUNG

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