

# *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



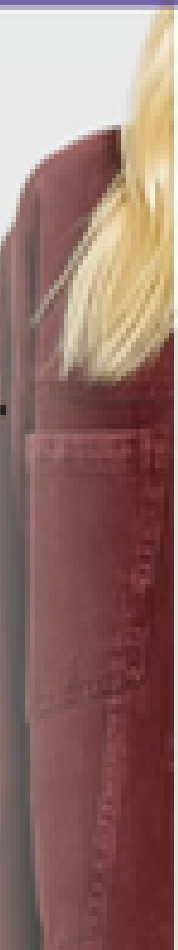


TAILGATE THEORY

## Texas, tailored.

Not your bookstore  
munchies — we make  
spirit look sophisticated.

[SHOP NOW](#)

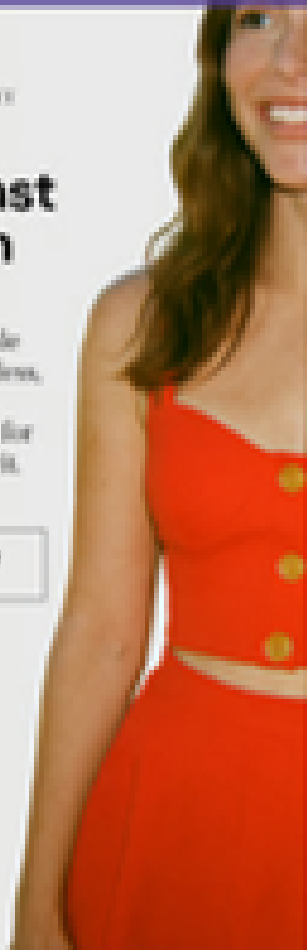


TAILGATE THEORY

## Forget fast fashion

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

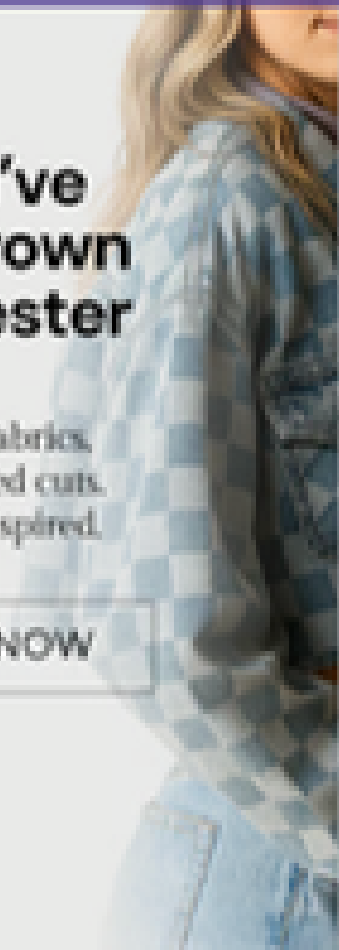
[SHOP NOW](#)



## You've outgrown polyester

Better fabrics, structured cuts. Texas inspired.

[SHOP NOW](#)

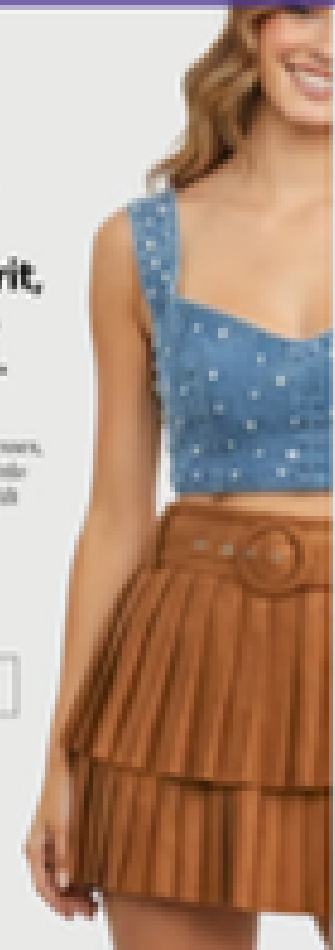


TAILGATE THEORY

## School spirit, no logos required.

Our fall sleep dressers, espresso hours, and a little sparkle for Taylor Swift season.

[SHOP NOW](#)

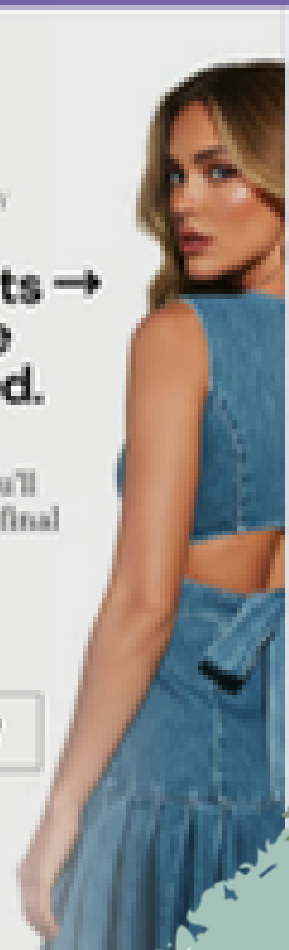


TAILGATE THEORY

## 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](#)



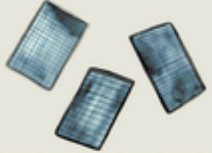

## WHAT IS A GREEN BANK

### 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

**RETROFITS**  
Both commercial and residential property upgrades

**CLEANUP**  
Loans to assess and remediate contaminated sites

**CLEAN ENERGY**  
Loans and bonds for upgrading to solar or wind

**TRANSPORTATION**  
Loans for purchasing or retrofitting vehicles for



# AUSTIN, TX






## Suki's Jungle



# 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

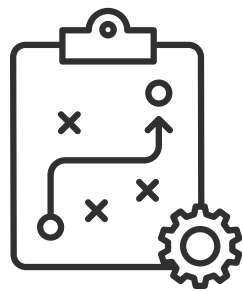
AI  
Prompting

Advertising  
and Video

# Skills Snapshot

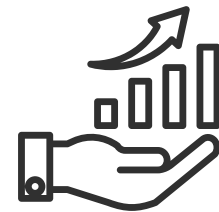
---

KARA YOUNG



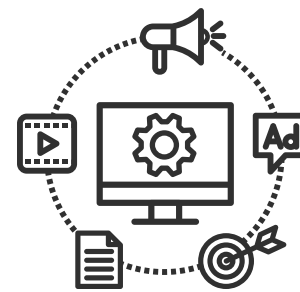
## Strategy

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

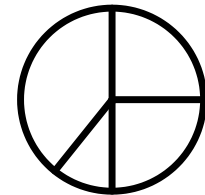
## Writing Sample

From Social Capital (Housing Corporation of America)

## One Pagers

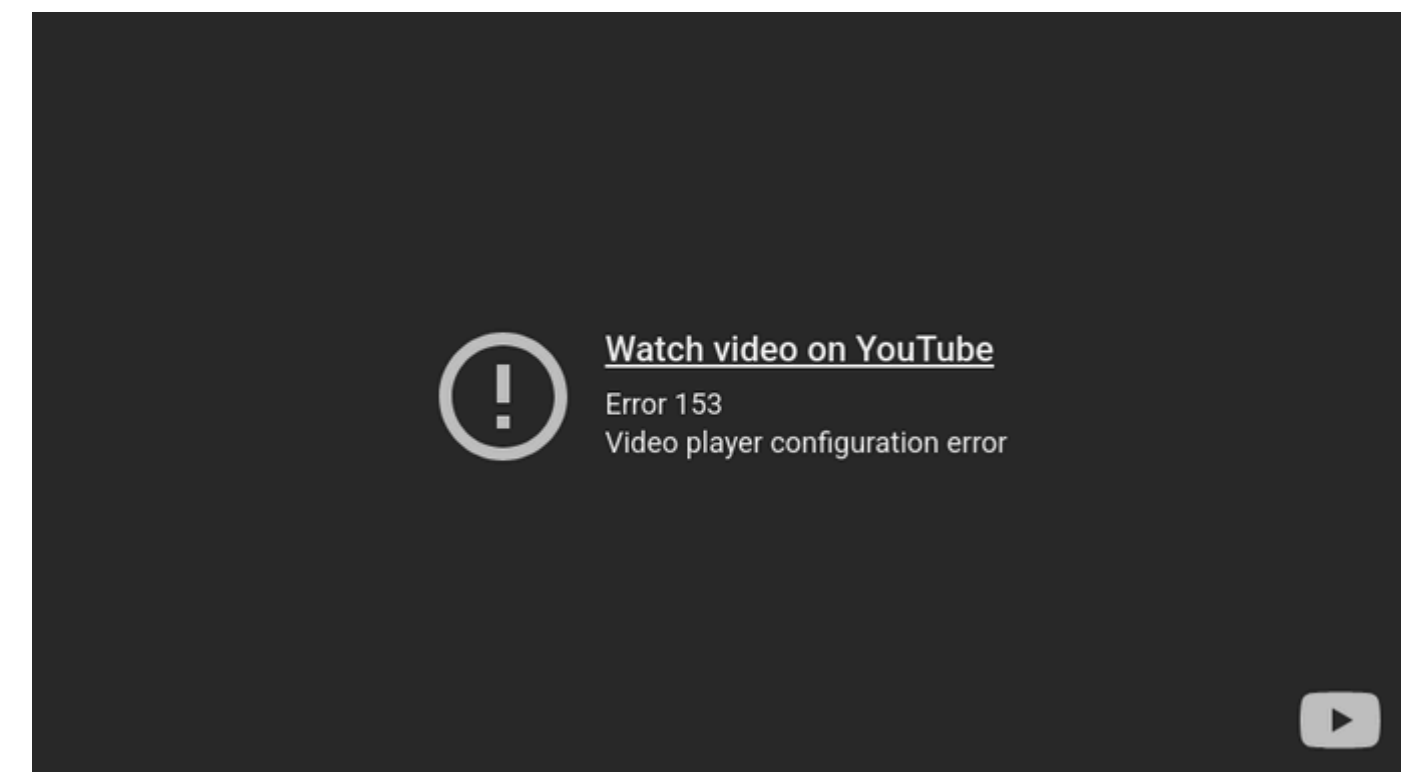
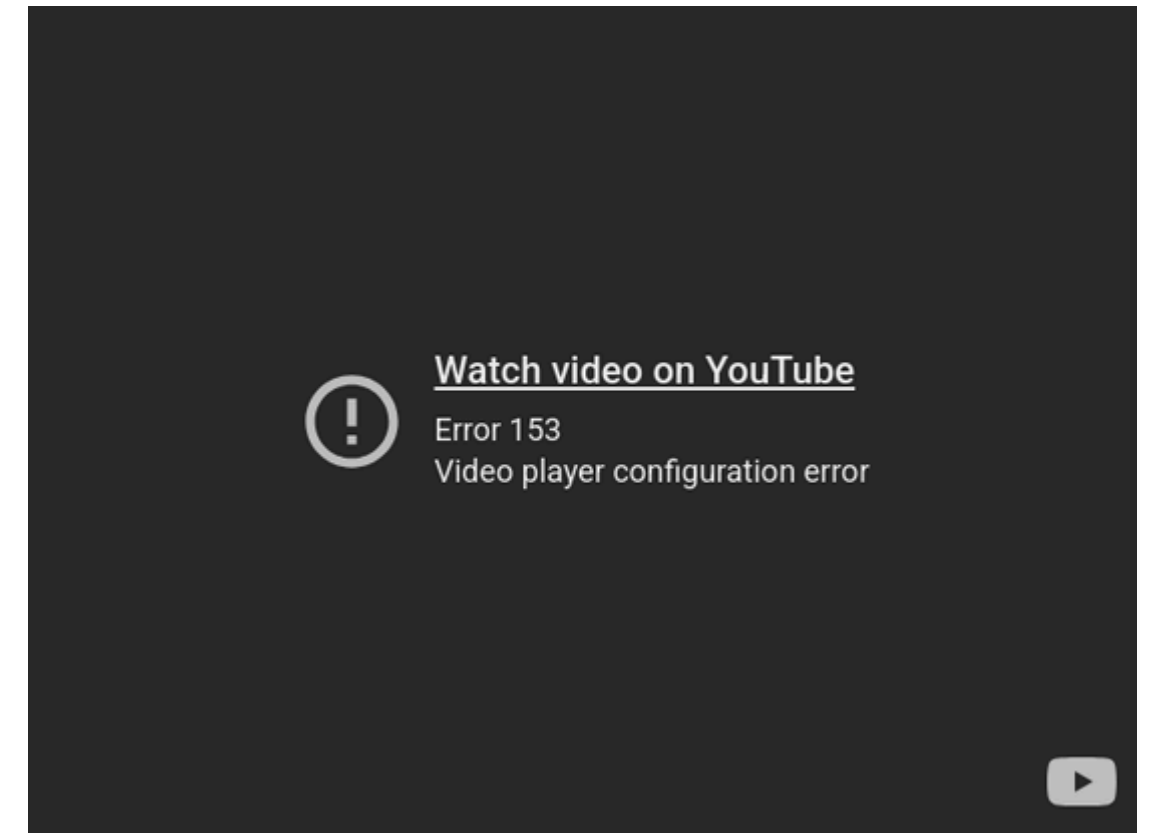
One pagers for B2B and for Investor Decks

## Video



[Starlux Games Video](#)

[Rainplan Ad](#)



# STARLUX GAMES

YOUTUBE, REDDIT, AND MOMMY INFLUENCE

★ 150K RAISE ★  
first weekend on Kickstrater raise  
after commercial youtube  
release



## 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

## 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.



## 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.

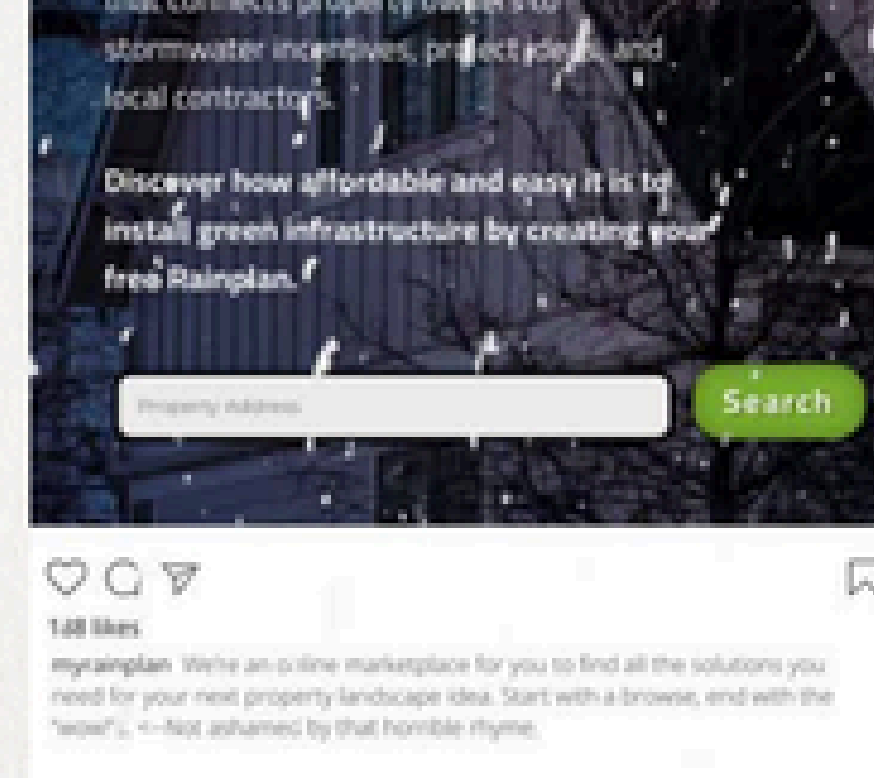


# Making Stormwater Sexy

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:

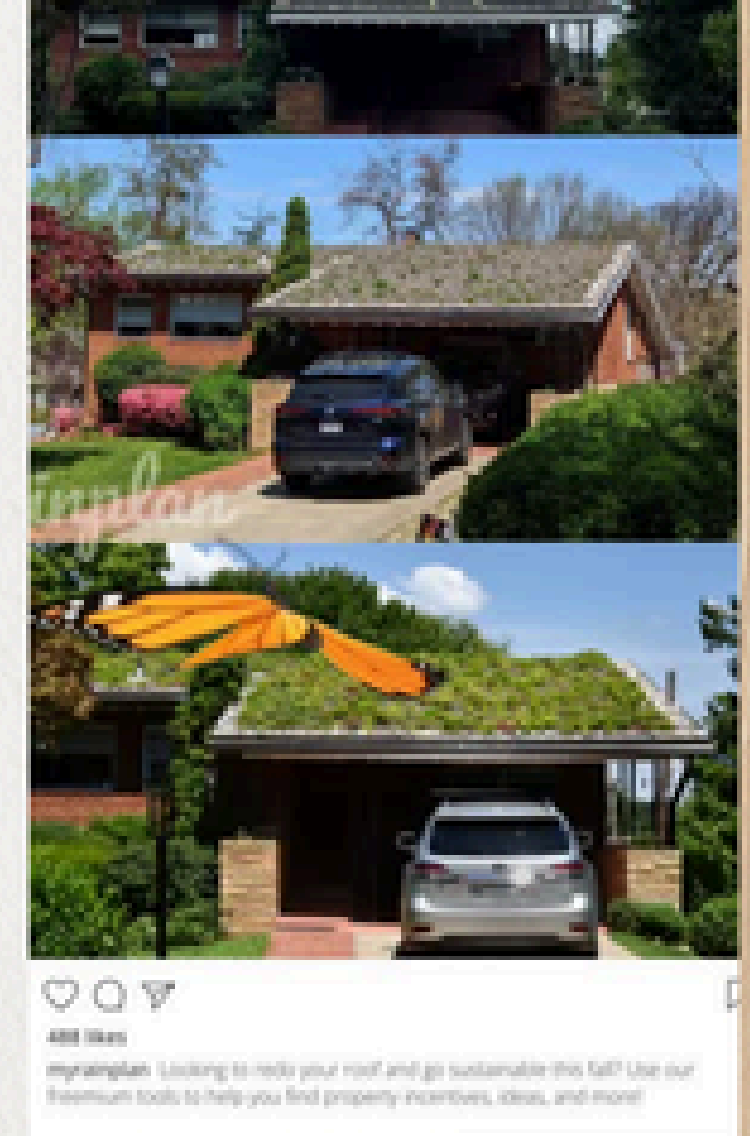
1. Design-conscious homeowners → Rain gardens as landscape architecture
2. Policy wonks → Climate adaptation infrastructure investments
3. Municipal decision-makers → ROI on flood mitigation



## 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—same 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%

# 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.



**"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."

The amount of work that goes into renovation management is intensive. It is working with vendors, residents, and the developers and keeping everyone happy and working in tandem. It is a job that could be done successfully, and yet it is an aspect of joy and success for Hertling-the hardest working person on the planet who easily drives over 1400 miles a month for the job.

"I'm 54 years old and I've never had a bad day. Maybe 23 hours were bad, but not [the full] 24."

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 movie 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 "Superior 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 remodel 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





# 80%

of rain falls on private property.

**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.**



### Property Owner Services

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



### 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.



### We Generate Engagement

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



### 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:**

### Property Owner

"This is a streamlined way to explore the process and see if we qualify. We were aware that the DC government is supportive of creating incentives, but Rainplan was another piece of it and even better with the help and support of the team to do all the steps". - **Shelley M.**

## SCALING UP STORMWATER

**6,000+ projects facilitated  
9+ million Rainplan views**



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.



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 SRO credits put towards new bike station equipment.

**5 Hubs Retain  
12,500-25,000  
Gallons  
Stormwater  
Pollution**

# First 5 Pilot

Retrofitting 5 CaBi stations within the District's Municipal Separate Storm Sewer System area.

### 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 12 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





A close-up portrait of a woman with long, wavy blonde hair and black-rimmed glasses. She is looking directly at the camera with a slight smile. She is wearing a light-colored, possibly white, collared shirt under a grey jacket. The background is blurred, showing hints of blue and white.

# 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

## Email

[kara.young13@icloud.com](mailto:kara.young13@icloud.com)

## Website

[karayoungportfolio.com](http://karayoungportfolio.com)

[karayoungphotography.com](http://karayoungphotography.com)

