

# Kara Young

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## SUMMARY

### Strategic Partnerships • Platform Growth • Brand Ecosystems

Strategic partnerships and go-to-market leader who helped grow a civic-tech platform to \$500K+ revenue and \$13M+ pipeline. Builds repeatable GTM systems, partner ecosystems, and press-worthy narratives. Blends AI automation with hands-on brand craft to deliver faster cycles without losing strategic rigor and voice. Looking to grow within a team environment while working lean and learning from others.

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## work experience

### Rainplan (SaaS) — Founding Director, Brand • PR • Marketing

2021–Present | Remote, Washington DC based office

- Owned public-sector GTM + strategic partnerships; contributed to \$13M+ pipeline and \$500K+ revenue.
- Built repeatable sales collateral/RFP narratives for municipalities, parks, and civic agencies.
- Partnered with the product to launch persona automations in-app and in HubSpot.
- Co-branded campaigns and education tools led to coverage in the Washington Post, Architectural Digest, and RESO.
- Established sales enablement + feedback loops that informed roadmap; supported early team building.
- Championed sector awards, US Water Alliance Outstanding Private Sector, and team wins to boost thought leadership and awareness.

### Mockingbird Analytics — Consultant

[2019–2020 | Remote, Los Angeles Office

- Secured \$330K+ in public funding by convening program, data, and communications teams (client + partner orgs) and synthesizing diverse inputs into a single, funder-ready narrative and grant package.
- Built scalable partnership frameworks and cross-team rituals (briefs, decision docs, retro notes) that turned many ideas into one cohesive plan aligned to civic pain points and regional trust-building.

### Starlux Games (Startup) — Channel Partnerships Manager

2017–2019 | Los Angeles, CA

- Led DTC launch on Amazon & Kickstarter; generated \$150K+ early revenue.
- Built creator/youth-org partnerships; launched Amazon CX workflows.
- Stood up a micro-influencer/UGC program end-to-end: sourced and vetted creators, negotiated rates and usage rights, wrote creative briefs, and tracked deliverables and performance against campaign goals.
- Owned community engagement across social channels: replied to comments/DMs, ran giveaways and referral/ambassador activations, and coordinated cross-posting with partner orgs to nurture loyal audiences.
- Managed the editorial calendar: planned seasonal themes and product-drop moments; wrote captions and light creative; scheduled posts across Instagram/TikTok/Pinterest

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## Housing Corp. of America — Community Programs Manager

2017–2019 | Austin, TX

- Managed monthly program budgets (forecasting, purchase approvals, vendor payments) with on-time reporting and on-budget execution.
- Wrote and submitted a successful \$50K Disney grant (community/CSR) and owned post-award compliance and outcomes reporting.
- Planned and produced multiple community art exhibits each month, coordinating venues, permits, artists, volunteers, and sponsor activations; led promotion across email, social, and local press.

## Freelance Assistant Director & Event Producer | 2011–2019

- Produced multimedia pitch decks; turned messaging into high-conversion visual storytelling.
  - Created advertising campaign pitches and won for American Cancer Society, Georgetown Basketball, Center for Council, and Travel Channel shows.
  - Skilled in event pre-production and execution of shooting and editing footage.
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## education

B.S., Radio–Television–Film — University of Texas at Austin  
FAMU Film Institute (Prague), Study Program.

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## technology

Notion • ChatGPT • Airtable • Python • Adobe Creative Suite • Canva • Figma • HubSpot • Google Analytics/Ads • Meta Ads.

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## won press

Washington Post Home and Garden • Architectural Digest • RESO Panel Speaker • Multiple sector awards submitted and won for (team/individual) along with winning the US Water Alliance Outstanding Private Sector Org

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## key skills

Public-sector GTM • Strategic Partnerships • Ecosystem Development • Product-Led Growth • Co-marketing & PR • Sales Enablement • Stakeholder Engagement • Messaging & Positioning • Campaign Analytics • Experiment Design • Executive Communication