

# Marcia Young

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**2010–present Young Media Group, Inc. | [myoungandassoc.com](http://myoungandassoc.com)**

**President (Boston, Massachusetts)**

**Custom publications development, marketing services, platform and media development**

## **Community & Platform Building**

**Build platform and community around client businesses. Core communities become the through line for building the business and increasing sales (and customer or client loyalty).**

- Find new avenues for business growth, specifically introducing innovative partnerships.
- Create and market downloadable marketing collateral.
- Run customized campaigns.
- Build online communities that translate to product conversion.
- Grow constituent group commitment by helping resolve partners' aches and pains.

## **Publications & Projects**

**Produce niche print and digital publications (B>B or B>C): brand materials, catalogs, downloadable publications, downloadable niche booklets, ebooks, and more.**

- Write, design, and develop brands, in concert with client marketing and growth plans.
- Ghost write for popular and industry-specific media vehicles.
- Pitch to industry-specific publications.
- Establish and manage newsstand and/or online sales.
- Develop innovative events to grow organization reach, such as exhibitions, workshops, or panel discussions.

## **Other Recent Client Projects**

- Manage production services and staff for National Basketry Organization Quarterly Journal.
- Manage the annual Excellence in Fibers submission opportunity, a large-scale art exhibition (the 2018 venue: San Jose Museum of Quilts and Textiles). This includes planning, promotions, online media and community development, press relations, list building, recruiting and collaborating with jurors, museum staff, designers, and editors, garnering publicity, and working to develop associated publications.
- Relunched *American Made* magazine (formerly *Niche Magazine*).

- Publish *Quilt National: The Best in Contemporary Art Quilts*, including wrap-around marketing and social media services to increase book sales and exhibition attendance. Also worked with client to increase sales with bundle pricing models and retail sales.

## **2011–present Fiber Art Now/Fiber Art Network | [fiberartnow.net](http://fiberartnow.net)**

### **Publisher and President (Boston, Massachusetts)**

- Launched *Fiber Art Now* in 2011, a niche brand that focuses on the contemporary fiber art and textiles community. Collateral includes quarterly print and digital magazines, an engaged online community, an active email and enewsletter campaign designed to carry out targeted marketing efforts, and various ongoing related projects. That has grown into the Fiber Art Network, a membership organization.
- Built and continue to feed a community of over 65,000 followers and subscribers, including: Facebook, Twitter, Pinterest, Instagram, LinkedIn, email lists, and subscribers (print and digital versions).
- The print magazine appears on over 200 Barnes & Noble and Indigo newsstands in the US and Canada, and select newsstands in the United Kingdom.
- Manage sales team to harness a community of 70+ repeat advertisers and developed a media package that positions *Fiber Art Now* as an integral marketing arm for their businesses.
- Prioritize content decisions and general focus for each issue in direct response to industry interest, as shown in Google average keyword search ratings and other indicators.
- Manage all aspects of the business, including: content development, budgeting, issue planning, production, staffing, fulfillment, budgeting, and business growth.
- Built membership model for subscription magazine, increasing per unit revenue for the organization. This resulted in the launch of the Fiber Art Network, a member organization that includes the magazine subscription and several other membership benefits.

## **2009–2011 Human Resources Development Press**

### **Director, Performance Technology Group (Western Massachusetts)**

- Oversaw the eMarketing system components and newsletters, including writing and/or editing content, assisted with formatting and design.
- Created department website.
- Collaborated on marketing materials for various product lines and professional assessments.
- Primary coordinator and contact for the Performance Technology Group members for questions and technical assistance as it pertained to corporate assessments.
- Developed author relationships, collaborated with president of Performance Technology Group to develop marketing programs, materials, and conferences.

## **2007–2009 Evaluation Systems Group of Pearson**

### **Publications Manager (Western Massachusetts)**

- Responsible for cross-company production plans, schedules, and execution of up to ten simultaneous publishing efforts related to state teacher testing certification development. This included managing the process of item writing, preparation, banking, and printing for state-appointed commissions, for up to 20+ academic areas of expertise, including foreign languages, science, and math subjects.
- Project manager for a multimillion dollar contract with the National Board for Professional Teaching Standards (NBPTS). This included item acquisition, production plan development, prepress management of editorial and copyright permissions staff to rekey and edit all items, secure appropriate copyright permissions, and prepare images for computer-based testing development (CBT).
- Worked closely with Pearson VUE and other Pearson groups to develop the CBT, including working with language and music experts to verify listening and written components of Spanish, French and three music concentrations.

## **2002–2009 Independent Contract Work (Western Massachusetts)**

- Rewrote or edited technical documents, including (auto industry) assembly line quality initiatives, process control manuals, and team-based management courses.
- Compiled and edited Disabilities Resource Directory: Sources for Learning and Support.
- Updated various city profiles that were used by skilled-trade workers who were being relocated, including researching and compiling cost-of-living statistics, education, and general relocation information.
- Performed background research for a Japanese documentary program titled Miracle Planet.
- Worked as production coordinator for a Japanese film crew (NHK, Japanese public television), including traveling to various US locations, interviewing world experts on numerous aspects of human ancestry, interpreting the concepts, interview content, and film direction for the director and the camera/lighting crew. (Work was performed in Japanese.)

## **1999–2002 American Guidance Service, Inc. (Minneapolis, Minnesota)**

### **Project Manager, Software Development**

- Worked closely with programmers, marketing managers, materials management representatives, educators, psychologists and executives to assist in the development of commercial software products and their introduction into the market.
- Handled materials management, design, and publishing process.
- Determined software critical path flow and usability scenarios, wrote software specification documentation and manuals.

**1999–2000 EJ Malek and Associates, Inc. (Milwaukee, Wisconsin)**

**11.99–1.00 Contract Website Developer**

- Off-site contract website development project (concurrent with AGS, Inc.).
- Designed, developed, and programmed EJ Malek and Associates, Inc. company website.
- 5.99–8.99 Contract Project Manager
- Worked jointly with United Auto Workers Union (UAW) and General Motors corporate representatives to develop National Paid Educational Leave program, including project initiation, strategy, execution, completion, and follow-up activities.
- Acted as a liaison between UAW Representatives, GM representatives and consultant writers, editors, and prepress staff.

**1996–1999 Obunsha Company, Limited (Tokyo, Japan)**

**8.98–4.99 Member, Computer-based Testing Project Team**

- Worked to develop computer-adaptive test for Japanese market.
- Streamlined content standards, wrote manuals to raise the overall quality of product contents.
- Conducted background research for and outlined organization of database to be used as a resource for various Obunsha publications.
- Facilitated pilot testing of items for computer-based testing item pool.

**9.96–7.98 Member, Development Group for the English Education Foundation of Japan, subsidiary of Obunsha Company (Concurrent with SC Johnson Company)**

- Planned and organized various textbook projects.
- Wrote and edited a monthly column for nationally-distributed magazine.
- Scheduled and oversaw narration for educational CDs at recording studio.
- Conducted interview series at Tokyo-area embassies for CD/textbook set.

**1994–1998 SC Johnson Company (Yokohama, Japan)**

**9.94–7.98 Member, Human Resources Department**

- Wrote various publications addressing typical issues related to international product development for sales and marketing departments.
- Worked with marketing team members to facilitate better communication with their American counterparts.
- Created resources for English language skills in presentations and business writing.
- Wrote speeches for executives, including Johnson Company US CEO and Johnson Company Japan human resources director.
- Arranged for and facilitated guest speakers, carried out English proficiency evaluations.

**1992–1994 EJ Malek and Associates, Inc. (Milwaukee, Wisconsin)**

**6.92–3.94 Coordinator, Employee Services International**

- Organized trainers, workshop logistics and materials for corporate domestic relocation, international relocation, and cross-cultural business seminars.
- Built and maintained in-house cross-cultural resource library for client use.
- Carried out grant proposal research.

**Education/Skills**

- BA, English major, University of Minnesota
- Japanese Language Proficiency Test, Level 2 (Level 1 is considered fluent)

**Other Activities**

- Girl Scout leader, four years
- Board of Directors, Studio Art Quilt Associates, finance and marketing committees
- Acquisitions Committee, Fuller Craft Museum, Brockton, Massachusetts
- Served on a Harvard Business School discussion panel focus: local start-up businesses
- Served on several discussion panels at regional and national conferences
- Taught week-long course at Snow Farm, The New England Craft Program
- Speaker at the Quilt Museum in Lowell, Massachusetts
- Volunteer for Round the World Women (RWW), Amherst, Massachusetts: website content and annual bulletin
- Member, Board of Directors, Japan–America Society, Minneapolis, Minnesota: Proposal development and event planning
- Two years as a radio announcer for community radio in Kanagawa, Japan
- Interpreter for Tunisian Ambassador at Ministry of Education–sponsored awards program and host for televised prefecture–sponsored English speech contest, Tokyo, Japan