

CANDICE S. YOUNG, MBA

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Houston, TX

STRATEGIC COMMUNICATIONS & MARKETING EXECUTIVE CURATING RESOUNDING IMPACT

Transformational executive with over 10 years of experience delivering impactful internal and external communications, employee-centric messaging and enhancing organizational reputation. Expert in translating complex information into clear, concise and compelling content that resonates across all levels. Proven track record of creating innovative marketing and communications campaigns that exceeded revenue projections and elevated organizational culture. Skilled at partnering with C-suite executives to craft communication programs that drive engagement, and deliver high-impact solutions aligned with company goals. Known for developing data-driven, audience-centric strategies that leverage emerging channels to foster alignment and connection across matrixed organizations. Recognized as a trusted advisor and business partner, with a demonstrated ability to influence, guide, and empower leadership teams.

CORE COMPETENCIES & AREAS OF EXPERTISE

- **Strategic Communications:** Executive Messaging, Employee Engagement & Initiatives, Effective and Concise Internal and External Communications, Stakeholder Management
- **Innovation and Impact:** Data-Driven Insights, Organizational Priorities Alignment, Goal Setting, KPIs and Team Scorecards, Employee-Centric Content Development
- **Leadership Partnership:** Strategic Initiatives Planning, C-Suite Advising
- **Project Management:** Project Prioritization, Multi-Channel Content Execution, Cross-Functional Collaboration, Deliverable Alignment

EDUCATION

- **Master of Business Administration, Marketing and Strategy**
Honors Graduate, Vanderbilt University Owen Graduate School of Management - Nashville, TN
- **Bachelor of Science, Corporate Communication and Business Administration**
Presidential Scholar & Honors Graduate, University of Texas College of Communication - Austin, TX

PROFESSIONAL EXPERIENCE

October 2012 – Present: TCS, Houston, TX
Managing Director

- **Strategic Communication Partnering:** Lead strategic communications for high-profile clients, including C-Suite executives. Advise senior leadership on communication strategies to support complex goals, aligning employee messaging with company priorities.
- **Employee Engagement & Content Innovation:** Design innovative communication programs that strengthened organizational culture and advanced strategic priorities. Develop internal and external messaging frameworks that streamlined stakeholder communications across diverse channels fostering a more connected and informed company culture.
- **Leadership Storytelling:** Guide executives in sharing compelling narratives that resonate with internal and external audiences, creating a culture of openness and empowerment.
- **Cross-Departmental Project Management:** Lead, manage and facilitate effective cross-functional teams, projects and initiatives, ensuring streamlined processes, robust project

tracking mechanisms and timely completion in alignment with organizational objectives.

- **Brand & Community Engagement:** Develop and implement comprehensive marketing and communication strategies to elevate clients' external brand presence and philanthropic impact. Strengthen community relations and expand non-profit organizations' outreach through targeted engagement initiatives and strategic external communications.
- **Stakeholder & Executive Communication:** Craft visually compelling presentations and strategic reports for senior executives, delivering insights into strategic initiatives, and critical priorities. Provide data-driven recommendations that enhance decision-making effectiveness.

August 2020 – September 2022: Railroad Ranch Capital Management, Dallas, TX
Head of Marketing and Investor Relations

- **Audience-Centric Communication:** Drove business growth and expanded brand presence through targeted strategic communications. Spearheaded content strategies that aligned with investor values, strengthening brand reputation and stakeholder trust. Devised communication plans to improve investor satisfaction, resulting in a significant increase in brand engagement.
- **Multi-Channel Delivery:** Designed campaigns that enhanced engagement across platforms, using insights from audience feedback to inform ongoing improvements.
- **Executive Support & Investor Relations:** Served as a trusted advisor, managing relationships with high-profile investors and stakeholders to foster business growth and reputation. Managed internal and external communication for the firm, on behalf of senior leadership.
- **Process Optimization & Improvements:** Identified and implemented best practices. Established and optimized processes for business development tracking, relationship management, improving accountability and efficiency in operations. Provided real-time strategic insights and feedback to the senior management team, facilitating informed ideation and decision-making.
- **Strategic Communication** Translated complex and technical investment information into easily understood terminology for current and prospective investors. Communicated the firm's value proposition and solutions, contributing to revenue generation and business growth.
- **Strategic Business Expansion:** Developed and implemented targeted marketing strategies, driving business expansion and increasing brand awareness by 25%.

January 2013 – January 2018: Texas Exes Alumni Association, Austin, TX
Associate Director of Constituent Relations (June 2014 – January 2018)

- **Value Proposition Messaging:** Developed content that underscored organizational value, contributing to an 85% recurring giving rate, enhanced donor engagement and elevated the University presence through strategic communication plans.
- **Strategic Communication & Stakeholder Engagement:** Developed strategic communication materials and high-impact presentations for executive-level decisionmaking, board meetings and stakeholder engagement. Enhanced stakeholder understanding of strategic programs and performance through concise, visually compelling content.
- **Content Creation & Project Management:** Conceptualized and orchestrated high-impact fundraising messaging, collateral, communication plans and events across major target expansion cities, contributing to an 18% revenue increase and new regional expansion.
- **Strategic Marketing & Engagement:** Designed and executed integrated marketing plans for key University constituents, driving a 38% increase in the Forty Acres Society membership.
- **Communication & Stewardship:** Developed and implemented comprehensive communication plans to boost engagement and commitment from the University's wealthiest donors.

Associate Director of Marketing (January 2013 – June 2014)

- **Revenue Growth & Marketing Strategy:** Created and executed integrated marketing plans for revenue-generating products and services, including travel programs, class rings, and alumni services. Achieved record revenue increases ranging from 18% to 38% for each product and service.

- **In-House Communication Leadership:** Directed the in-house communication department to develop a range of marketing collateral, including digital, email, print magazine ads, direct marketing, social media, and traditional media. Enhanced brand visibility and engagement through integrated marketing campaigns. Created concept, timelines, creative briefs, design guidance, creating and reviewing content and ensuring deliverables were completed on time.
- **Corporate Partnership Development:** Strengthened partnerships with major corporate clients such as Bank of America, IMG, Liberty Mutual, Chevrolet, and Coors Light. Managed community relations and activation efforts to enhance corporate engagement and support for the University's initiatives.

COMMUNITY RECOGNITION

- 40 Under 40 by Houston Business Journal, Class of 2022
- Leadership Houston Alumni, Class 38 (2019-2020)

CIVIL LEADERSHIP

- Fearless Leadership Institute, Leadership Retreat Founder and Advisory Board Member
- UT Elementary School: Management Board Member, Strategic Planning Committee Chair
- The Seton Fund: The Fifty, Austin Hospital Board Member
- Community Advisory Council, Council Member at The University of Texas at Austin
- Harris County Judicial Campaign, Director of Communications