

JUDI YOUNG

Business Development & Product Marketing

OVERVIEW:

Successful entrepreneur and business professional with over 20 years of experience in business, marketing and project leadership.

Proven relationship builder with a talent for forging solid partnerships with clients, colleagues, and stakeholders.

AWARDS:

The 2014 Hoover Award, CNPS-SLO, in recognition of distinguished service

STC Visions of the Scribe Achievement (2)

AFFILIATIONS:

South Bay Women's Network
SLO Chamber of Commerce
Los Osos Chamber of Commerce
Society of American Florists
Society for Technical Communication
California Native Plant Society

EDUCATION:

Various online courses in Adobe Photoshop and Illustrator, Social Media, Web Design, CSS/HTML, Wordpress

UOP, San Jose, CA
BSBA core program completed 1992

TOOLS:

Salesforce, Wordpress, Basecamp, iContact, MailChimp, Word, Excel, Photoshop, HootSuite, Buffer

PROFICIENCIES:

Blogging, Copywriting and Editing

Facebook, Twitter, LinkedIn, Pinterest, Instagram, Google+, Google Authorship, Google Analytics

WEB DESIGN + MARKETING CONSULTANT YoungDigital, San Luis Obispo 2009-current
Freelance. Design and develop client web presence, brand identity, social media strategy, Wordpress site and email automation campaigns. Blogging for technology, retail, and hospitality clients.

- Created Social Media campaigns that achieved greater than 400% of goal
- Delivered cohesive brand presence across web platforms that generated over 500% traffic increase

MEMBERSHIP & VOLUNTEER COORDINATOR ECOSLO, San Luis Obispo 2014-2015
Coordinate the Community Service Worker program with SLO Courts while redesigning the process for increased efficiency and error reduction. Manage non-profit membership including Salesforce administration.

SMALL BUSINESS OWNER Stems of California, San Luis Obispo 2002-10
Private enterprise. Founded and launched new green, up-scale brands in two retail locations, increasing sales by 300% in a single business. Sold both storefronts at a profit in a tough economy. Recruited and mentored students from CalPoly and USB in successful business practices.

- Boosted sales for a single location by over 300% through innovative marketing and management.
- Successfully sold two business units from 2x to 5x original purchase price.

DIRECTOR OF MARKETING & TECH PUBS Desana Systems, Fremont 2001-02
Startup; Datacenter software. Designed and authored suite of end-user product documentation. Key contributor to cross-functional user interface design team.

DIRECTOR OF MARKETING & TECH PUBS gForce, Saratoga 2000-01
Startup; eLearning software. Established and managed team for initial market launch. Designed company website. Developed end-user documentation. Evaluated product functionality and specifications to enhance portal functionality.

DIRECTOR, PRODUCT MANAGEMENT Nokia Networks, Mountain View 1996-00
Global telecommunications company; Ipsilon was acquired by Nokia in 1997. Progressed through multiple positions of increasing authority to lead program management and product marketing functions. Built the product marketing and management and tech pubs departments into fully-functional teams. Designed leading-edge marketing collateral.

- Revolutionized customer communications and internal knowledge-sharing by building a comprehensive suite of documentation. Utilized emerging technologies to create an innovative UI with embedded help.
- Designed packaging for series of four products.
- Grew the Product Team Leader role into a Program Management role with a key function in overall product development and direction.
- Developed new revenue unit by establishing and staffing a professional training and certification organization.
- Refined the new product introduction process to improve time-to-market, optimize development actions, and manage cost and profit.
- Built consensus among all departments and senior executives to implement processes.

TECHNICAL PUBLICATIONS MANAGER nVidia, Sunnyvale 1995-96
Startup; visual computing technology. Hired team of technical writers and contractors. Created a full documentation suite supporting the first nVidia product to reach market. Developed the SDK manual. Supported the growth of nVidia from start-up to worldwide technology leader.

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