

E. MORGAN YOUNG

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SUMMARY

- Brand management expert with award winning experience for corporations, associations & non-profits.
- Over twenty years of integrated marketing leadership with a proven track record successfully uniting stakeholders at all levels.
- Proven results managing complex projects with multi-million-dollar budgets & multiple employees.
- Six years higher education experience as Instructor and Lecturer at The University of Colorado, Boulder.

EXPERIENCE

2022 – CURRENT

INSTRUCTOR, THE UNIVERSITY OF COLORADO

At the College of Media, Communication & Information, Instructor of Advertising Strategy, including classes on branding, account management and content strategy.

2007 – CURRENT

PRESIDENT, YOUNG IDEAS, LLC

Founded an award-winning public affairs and communications firm in 2007. Built a client base that includes Nissan, General Motors, Bank of America, NASCAR, Visa, The National Corn Growers Association and Walmart. Built brands from the ground up and reinvigorated stale brand images. Improved already successful brands by employing and managing researchers, designers, PR specialists, media planners and support staff to launch omni channel strategies to successfully position clients. Successfully orchestrated multi-million-dollar budgets on a national level to achieve client's goals.

2017 – 2022

LECTURER, THE UNIVERSITY OF COLORADO

At the Leeds School of Business, lecturer on advertising and principles of marketing.

2004 – 2007

SVP & CREATIVE DIRECTOR, GODDARD CLAUSSEN

As the top creative officer in one of the nation's most influential public affairs firms, managed a team of creative talent located in multiple states. Created award-winning communications for clients such as Vanderbilt University, ETS, Intel, CBS & AstraZeneca. Led business development targeting & acquisition.

1998 – 2004

VP & CREATIVE DIRECTOR, FENN & KING COMMUNICATIONS

Rose from entry level position to become the head creative officer. Worked intimately with clients & developed and maintained long term business relations with large associations and corporations such as Safeway, The HSUS and The National Association of Realtors.

EDUCATION

MASTER OF ARTS, THE GEORGE WASHINGTON UNIVERSITY

As part of the Media and Public Affairs focus at the GSPM, composed the Master's Thesis, *Government by The People: The Evolving Impact of Citizen Initiatives on Public Policy & Government Advocacy in California*.

BACHELOR OF ARTS, UNIVERSITY OF COLORADO, BOULDER

As part of the History major, composed the History Department Thesis, *Separate but Equal: The Economics of Baseball's Negro Leagues*. Interned for the congressional office of Congresswoman Patricia Schroeder.

AWARDS & RECOGNITIONS

- 2015 inductee to the Smithsonian's *The American Enterprise Exhibition* for advertising in America.
- *Marketing Effectiveness Award: Platinum, Best Public Service Campaign, 2015.*
- 2019 Nominee for *Frascona Teaching Excellence Award*, Leeds School of Business
- *PR News: Platinum, Best Public Service Ad Campaign, 2003.*
- *Summit Awards: 7 awards including 3rd Best National Marketing Campaign, 2016.*
- *Telly Awards: 20 awards including Best National Marketing Campaign, 2016.*

VOLUNTEER WORK

- *Boulder County Democratic Party: Vice Chair, Communications and Community Engagement (elected position). 2016-2018*
- *Fairview High School: Mountain Bike Coach and Co-Chair of Fundraising and Sponsorship.*
- *University of Colorado Alumni Association: President, Washington, DC Chapter. 2003-2007*
- *South Boulder Little League: Head Baseball Coach & All-Stars Coach.*