



(989) 854-3110
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<https://youngpark.org/>

YOUNG PARK

Marketing strategist focused on brand and audience growth.
Events, content, newsletters, and email campaigns.

PROJECTS

The Back Room · Event Strategy · 2026-Present
Invite-only, 650 RSVPs and 342 attendees across two events,
with no tickets or ads. Debut drew 177 guests and ~\$5K in bar
sales; sponsor budget more than doubled for event two.

LinkedIn Newsletter · Audience Growth · 2025-Present
Monthly list of in-person B2B networking events.
20%+ follower-to-subscriber conversion.

LinkedIn Connections · Audience Growth · 2025-2026
Grew LinkedIn network from 50 to 1,000 connections in 12 months.
In-person networking, profile optimization, and targeted outreach.

Detroit Windsor Dance Academy · Lead Generation · 2023
21 new student enrollments and 100+ inbound leads in 3 months.

EXPERIENCE

MOVE Communications
Marketing Assistant
2024 – Present

- Event emails averaged a 50% open and 13% click rate, vs. 33% and 6% for newsletters.
- Marketed three executive Tech Events. Drew 41 guests from 68 RSVPs.
- Updated client sales deck through executive feedback sessions.
- Hosted and produced client video podcast
- Enriched prospect data in Zoho CRM.

The Utmost Group
Marketing Associate
2023 – 2026

Built the company website, launched and supported
LinkedIn newsletter (part-time, remote).

TOOLS



WordPress · Claude · LinkedIn · Mailchimp · Photoshop · InDesign · Firefly · Zoho CRM · Midjourney · Unreal Engine

EDUCATION

BFA Entertainment Arts
College for Creative Studies
2020 – 2024

Dale Carnegie Course
Dale Carnegie & Associates Global, Inc.
2026

REFERRALS

Don Hart
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MOVE Communications
734-355-5902

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The Utmost Group
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