

# DEBORAH YOUNG

4113 Evian Way, Gainesville, GA 30507

Mobile: +1 770 616 7367 • deboraheyoun@gmail.com

---

## Project / Program Director

<b>Marketing Strategist</b>	Integrate and track campaigns by applying various methods to reach target audiences, from print and Web advertising to Web site enhancements and SEO.
<b>Project Manager</b>	Collaborate with internal and external constituents, creating a team environment where ideas are generated and problems mitigated.
<b>Systems Analyst</b>	Employ a cross-disciplinary approach to solutions design, incorporating marketing, financial analysis, business planning, and sales management to meet and exceed objectives.
<b>Relationship Advocate</b>	Execute successful, global product launches through development of tactical alliances and vendor relations.
<b>Trainer / Mentor</b>	Develop and conduct ongoing training to communicate current best practices and keep team at leading edge of emerging technologies.

---

## Professional Experience

**GSMC LIMITED**, Atlanta, GA

2007 – 2008

*Wholly owned subsidiary and event management and commercial initiatives arm of London-based GSM Association, which innovates, incubates, and creates new opportunities in mobile communications.*

### **Project Management Consultant**

Launched new multimillion-dollar registration system for GSMC managed events, including premier event in global mobile industry. Integrated updates and improvements to original project, managing relationships with exhibitors, vendors, and internal stakeholders in North America, Europe and Asia.

#### *Key Accomplishments*

- Reduced event registration costs £1 million by applying technology-based tools and processes.
- Slashed event-related crime 59% by improving systems, allowing for more secure perimeter.
- Completed Phase 1 of project on time, successfully establishing integrated registration system.
- Achieved 15% increase in delegates, despite challenging economic conditions and greater travel restrictions between Macau and Mainland China, following improvements completed in Phase 2.

**MOTOROLA, INC.**, Atlanta, GA

1996 – 2006

*\$30+ billion marketer of branded OEM products to worldwide marketplace with 65,000 employees.*

### **E-Business Manager** (2004 – 2006)

Directed Web-related initiatives for Business Radios Group. Launched micro-sites to support Internet marketing campaigns. Tracked all efforts to determine ROI as well as areas for improvement. Established first-ever Web presence for group, managing content, search engine optimization, e-commerce, and Web analytics. Represented group on global interactive marketing team and for multi-business Web projects. Orchestrated change in Web content across multiple businesses from product centric to user centric approach.

---

**MOTOROLA, INC., E-Business Manager** (continued)*Key Accomplishments*

- Integrated global campaign for new product launch cited as “best practice” by \$6.7 billion Government and Enterprise Mobility Solutions Business.
- Increased Web site visits to optimized pages 65% in one month, with 210% year-to-year increase following comprehensive search engine optimization.
- Created new landing pages to track effectiveness of specific print and Web ad campaigns, realizing fourfold increase in page visits.
- Enhanced sales training and customer service through development of Web-based seminar.

**Business Analyst / Project Manager** (2000 – 2004)

Prioritized, planned, managed, and executed systems-related projects involving large retail customers related to enterprise resource planning (ERP), process improvement, electronic data interchange (EDI), warehouse management systems (WMS), logistics, reverse logistics, and online B2B order management and tracking. Directed resources across four states, including IT, finance, product marketing, sales, distribution, and operations.

*Key Accomplishments*

- Improved electronic processing of orders 44% following establishment of project management processes and procedures.
- Boosted on-time project completion rate from 50% to 93% via implementation of systems workflow that clarified team member responsibilities and improved communication.

**Manufacturing Supervisor** (1996 – 2000)

Managed 45 team members on two production lines manufacturing chargers and batteries. Supervised internal personnel issues from salary budget to regular performance reviews and staff motivation. Directed projects to improve productivity and reduce costs.

*Key Accomplishments*

- Returned more than \$660,000 annually by creating process to pre-populate printed circuit boards to supplement backend production and meet unprecedented customer demand.
- Reduced material costs 11%, head count 15%, and cost per unit 36% via targeted improvements to operating efficiencies and product quality.
- Introduced cross-departmental training to diminish crew burnout while maintaining tight production timelines.

**Additional Experience**

YOUNG IDEAS, INC., Lilburn, GA

Owner

TECHNICAL ASSOCIATION OF THE PULP AND PAPER INDUSTRY (TAPPI), Atlanta, GA

Managing Editor, *Tappi Journal* Publications

---

**Education****Masters Certificate, Project Management**

GEORGE WASHINGTON UNIVERSITY, Washington, DC

**B.A., Journalism**

BRENAU UNIVERSITY, Gainesville, GA