



ERICA YOUNG

About Me

In 2011, I kickstarted my career as a Nike Community Ambassador, collaborating with elite athletes, managing personnel, conducting market research, and organizing high-profile events. My time at Nike allowed me to gain invaluable insights into product development, innovation, and storytelling, while also making a positive impact on the community. This experience ultimately inspired me to found my own public relations and management agency, where I worked with professional athletes and celebrities, managed budgets & fund allocation, oversaw day-to-day operations, served as a project manager, and ensured brands were well-represented.

Currently, I'm pursuing a Master's Degree in Marketing, with an emphasis on Sports Marketing & Social Media. My goal is to empower women in sports and inspire them to succeed to their fullest attention in the sports industry and in life.

ACCOMPLISHMENTS

- Global Spotlight Employee
- Six Time Voted Most Valuable Player
- Two-Time Do The Right Thing Award Recipient
- Youth Is Our Energy Award Winner
- #1 Community team within Nike International
- Business of the Year
- Keynote Speaker for Women Leaders of PR (2022)

EDUCATION

- 2007-2012 Communications Degree**
Oklahoma City University
Public Relations, Journalism, Advertising, Broadcasting
- (Current) Masters Marketing Degree**
Liberty University
Sports & Social Media Marketing

FEATURED MOMENTS

- Voyage Dallas Magazine
- Voyage ATL Magazine
- Bold Journey Magazine
- Canvas Rebel Magazine
- Spotlight Magazine

SKILLS

- Copywriting and copy editing
- Project Management
- Brand Strategy
- Nonprofit Management
- Event Planning
- Budget Management & Allocation
- Networking
- SAP Knowledge
- Brand Management
- Campaigns
- Fundraising



goviral@viralbydesign.co



405.406.3441



@collectivelye

Notable Campaigns & Projects



FREIGH
FARMS



NIKE (2011-2021)

BRAND AMBASSADOR

- Transitioned from full-time retail to community ambassador program as grassroots employee assisting with the overall implementation of the Community Ambassadors program
- Oversaw the Community Ambassador program for the entire Midwest region of approximately 75 Nike stores, providing training and assisting with local program facilitation
- Responsible for the management of a \$5 million budget covering community events and giveaways
- Collaborated with signature Nike professional athletes including Sam Bradford, Russell Westbrook, and Kevin Durant to host Community Ambassador events in their hometowns and communities of interest
- Create and implement a national brand development strategic plan including mission and vision statements, short- and long-term goals, benchmarks, and metrics
- Helping with workshops, meetings, events, photoshoots, and any other small activations
- Supporting Brand Communications Director the team with various operative and administrative tasks including daily management, travel bookings and expenses.
- Managed projects with the global impact team

ERICA A. PUBLICITY & MANAGEMENT (2015-CURRENT)

OWNER

- Create, and advise the implementation of, public branding strategic plans for various public figures resulting in increased brand recognition and publicity
- Generate marketing kits & press releases and conduct post-event market penetration analysis to determine best methods of market reach for future events
- Manage all aspects of business ownership such as marketing and new client outreach, accounting, account management, vendor relationship development, and daily operations
- Offer public relations services for business including reputation management, media relations, social media, speech writing, press releases, media kits, and outreach
- Forge and develop partnerships with investors, vendors, buyers, and spokespersons through networking and ability to build lasting business relationships based on trust and respect
- Responsible for areas of business management including, but not limited to, accounting and payroll, staff development and training, and budget management
- Conduct market research, develop, and implement marketing initiatives to create a loyal education program and brand identity for professional athlete
- Managed and executed partnership with Magic Johnson on Healthy Initiatives providing farm fresh food alternatives in food desert communities
- Deliver engagement strategy integration and activation ideas to help celebrity clients or high profile brands discover and stay engaged
- Navigate team on marketing strategy, methodologies, process, and campaign recapping



PROFILE

A Goal-Oriented Team Player with a Flair for Creative Solutions

With over a decade of experience, I excel in working with both large teams and individually, and have a proven track record with high-profile clients & brands. My strengths lie in brand, client, and business development, and I consistently strive to find innovative solutions to any challenge.

CLIENTS/EXPERIENCE

Kevin Durant

Roc Nation Sports

EP Entertainment

Sam Bradford

Russell Westbrook

Jeff Richards

Ray J*

BET

Historic Black Wall Street

DJ WayneInDisThang

Brandon "Scoop B" Robinson

Serge Ibaka*

Nike Ambassador

Business of The Year, 2019

★ **Keynote Speaking**

Magic Johnson

NBA Cares

NFL Play60

Rick Ross, RapStar Energy

EDUCATION

2007-2012 Communications Degree

Oklahoma City University

Public Relations, Journalism, Advertising,

Broadcasting

★ **(Current) Masters Marketing Degree**

Liberty University

Social Media, International Marketing,

Sports Marketing

CONTACT INFO

405-406-3441

goviral@viralbydesign.co

www.viralbydesign.co

Instagram: @collectivelye

Instagram: @_viralbydesign

SKILLS

SEO

Marketing

Social Media

Public/Media Relations★

Branding

Project Management

Event Planning

Producing & Film

Website Design

For profit & Nonprofit Start Up

Endorsements

Campaign Creation

Story Telling

Direct To Consumer Sales

Video Producing & Editing

Sponsorship

OWNERSHIP

Viral by Design

Social Media + Public Relations Management

★ **Puff. Petals. & Pearls.**

Self Care Body Products

Totally Traveled

Luxury Travel Agency

Young Dreamer's Organization

Nonprofit



MEDIA RELATIONS

BRAND STRATEGIST

Veira Young

*EITHER COLLABORATION WITH ANOTHER AGENCY/JJOINT EFFORT