



# SHERRON L. YOUNG

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## BACHELORS OF SCIENCE INTERNATIONAL BANKING W/MINOR IN COMPLIANCE

### OBJECTIVE

It is important to me now as a seasoned professional in the area of Marketing and Advertising that I become a part of an organization that fosters a powerful sense of family and unity. I desire a position that will push me beyond my comfort zone, constantly challenging and allowing me to explore those new found tools within the horizon of my career. I wish to be a part of an organization that allows me to be the profound creative that I am, one that welcomes inventors, thinkers, leaders, trend setters and is open to "out of the box" ideas but also an environment where I can continue to learn.

### EMPLOYMENT & EXPERIENCE

#### 2018-PRESENT

#### SHERRONYOUNG.COM

#### FOUNDER & SENIOR WRITER

#### COMMUNICATIONS DEPARTMENT

- Providing full content to 33 unique brands in all digital spaces and print needs.
- Social Media Management (Inbox & Timeline engagement)
- Creating effective Press Releases
- Writing, & Graphic content for Websites
- Graphic Design
- Singlehandedly developing & Launching Corporate Websites
- Event Management
- Backstage Production (The Movie Group)
- Flyer, Billboard, Newspaper Ad Graphic Design
- Coordinating & Launching effective email campaigns
- Personal Branding Campaigns
- Affiliate Marketing & Fee Strategy
- Corporate Re-Branding
- Google Pay Per Click Advertising
- Internal & External Newsletters
- Storyboard & Ad Script Writing (TV & Radio)
- Establishment & Maintenance of Press Relationships
- Drafting of Radio, TV & Digital Ad Content
- Lectured a paid affiliate marketing website building course to the members of Incudesk Workspace
- Former Marketing & Digital Communications Lecturer at Synergy Bahamas
- Business Marketing & Advertising Consultancy Services

#### 2010 – 2018

#### BANK OF THE BAHAMAS LTD

Promoted post 16 months in Employee Relations & exemplary sales and advertising qualities therein

#### MARKETING COORDINATOR GRAPHICS & COMMUNICATIONS

#### MARKETING DEPARTMENT

- Design, Create & Publish all Facebook Campaigns & Posts (Page Management)
- Paid Advertising Segments – all social platforms (FB, Google, Instagram, LinkedIn etc...)

- Graphic Designer for all internal and external campaigns, posters, pamphlets and newspaper ads
- Maintenance of Pre-Set Branding Requirements & Standards
- Campaign Budget Creation & Management
- Provision & Maintenance of all visual effects, Back Drops & Props for all bank events such as Car Shows, Red Cross Fairs, Mortgage Events etc.
- Writing of Press Releases
- Jingle Writing Coordination, Direction & Deliverables
- Creating Letters & Templates for Permit requests needed for billboards & banner erecting
- Liaison daily with all media houses and their staff to execute timely ads/prints
- Establishing and maintaining relationships with Radio Sales Teams and Management for radio ad placements
- Managed PR, Sponsorships and Corporate Citizenship Initiatives
- Provided graphic and content for the company website
- Monitoring the success of specific products and campaigns (recommending those to discard/keep)
- Compose and Direct Initiatives to secure new business bank wide
- Created & Disbursed the monthly intercompany newsletter via internal email

Promoted to Human Resources post just 11 months in my previous role to which I too was promoted.

**EMPLOYEE RELATIONS AND COMMUNICATIONS OFFICER** **HUMAN RESOURCES DEPARTMENT**

- Release Bank-wide communications via inter-office email: Birth, Death, Funeral, Sports & Birthday Announcements,
- Coordinating Recognition Programs, Long Service Awards, Employee of the Month, Year & Quarter Awards
- Internal Communication Branding Creation
- Creation and Implementation of strategies to increase morale & for employee retention
- Creation and Implementation of Employee Rewards and Recognition Programs
- Manage Employee sporting events, team heads and captains thereof
- Compose, Graphic & Edit all Bank of The Bahamas Inter-Bank Newsletters News Updates and Announcements
- Coordinating the Employee Assistance Program
- Coordinating Team BOB Community Programs (food drives, hurricane relief, etc.)
- Administering, Enforcing and Updating of the Banks Dress Code Policy
- Designing Staff Morale Programs & Incentives
- Adding creativity while reducing cost associated with Sick & Shut In Programs
- Visiting those in hospital & organizing gifting thereof
- Social Hosting of Bank Wide General Staff Meetings & Christmas Parties
- Point Person and Maintenance of External Vendor Relationships (Food, Beverage, Tent, Chairs, Venue's etc.)
- Coordinated Monthly Bank Wide Staff Activities and Morale Boosters

Promoted to Private Banking Department with noted marketing disciplines & client relationship skills.

**PRIVATE BANKING ASSOCIATE** **PREMIER BANKING DEPARTMENT**

- Relationship Management for 141 clients ranging from individual to corporate profiles
- USD BOB Prepaid Visa Card Administrator
- Manage up to 174,000,000.00 in assets under management.
- Identifying Client Financial patterns, unusual transactions, potential growth margins etc.

**REFERENCE**

Samantha Lamb Turnquest | Former Colleague at BOB & Friend | 376-7728  
 Martha Nixon | Former Private Bank & Trust Supervisor | 425-3188  
 Michael Sands | Former Colleague at BOB & Friend | 423-3558  
 Hubert Edwards | Former BOB Executive | 376-8951

**KEY SKILLS**

Corporate Writing | Brand Management | In Design | Photoshop | Illustrator | Graphic Design | Communication

**UNDERSTUDIED BAHAMIAN ARTISTS**

Mr. John Cox | Mr. Antonious Roberts  
 By way of their training and guidance I landed an unused scholarship to attend St. Andrews School.

**EDUCATION**

<b>1993-2001</b> The Government High School High School Diploma Obtained	<b>2008-2012</b> Mc Hari International College BA International Banking w/Minor in Compliance	<b>2015-2016</b> Synergy Bahamas Graphic Design	<b>2021-2022</b> Ministry of Education ECE Upgrading Institute Primary Educator
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NB: 3.2 Second Class Honoree (Graduated top of my graduating class) \*noted on college transcript  
 The only of 370 plus staff drafted to complete an intense graphic design course paid for in full by Bank of the Bahamas

## MARKETING, PUBLIC RELATIONS & PUBLICATIONS

### CORPORATE MODEL:

Newspaper Ads BOB  
Business Model Television Ads BTC

### DOCUMENTARIES

Rotary "Hurricane Dorian" Documentary  
Written in full by Sherron Young

### LOCAL EDITORIAL MAGAZINE WRITER

Nu Woman Magazine  
Stylezine Magazine

### WEBSITES I HAVE WRITTEN & OR DESIGNED:

Summit Insurance  
MCG Adjusters Ltd.  
Royal Kidz  
Incudesk  
SherronYoung.Com  
Western New Providence Association  
Nassau Flight Services Ltd.  
242Financialista  
Chasing Charters  
J & S Scooter Rentals  
Moneymaxx  
...and more

### PUBLIC RELATIONS

Public Relations Manager of running political party last election and the previous election.

### BRANDING | REBRANDING OPPORTUNITIES

Interior & Exterior Branding of Nassau and Family Island  
Locations SunCash Mobile Wallet  
Royal Kidz  
MoneyMaxx & MaxxAssist  
Phoenix Medical Centre

### EVENT MANAGEMENT

2018 - 2020 The Movi Group (SherronYoung.Com provided this as a service to Movi Group)

### LECTURING

2018-2019 Marketing  
Synergy Bahamas

### FIRST AID CERTIFIED + FIRST RESPONDER

January 2022  
Bahamas Red Cross Society

### SOCIAL MEDIA MANAGEMENT

Incudesk	R & R Welding & Fire
Advantage Insurance	San Pedro Bilingual School
Money Maxx	Signature Styles
J & S Scooter	Phoenix Medical
Eagle Bahamas	Major Changes Rehab
Royal Kidz	Traveller's Rest Restaurant

### LOCAL EDITORIAL MAGAZINE WRITER

Nu Woman Magazine  
Stylezine Magazine

### HOSTING

Hosted Fash Art 2012 Awards Ceremony at Melia Radio  
Relationship Talk Show Host: SLY Talk 94.9 FM

### CORPORATE INTERVIEWS

Sebastian "Sebas" Bastian  
Nominated: "The Man of the Year"  
January 2013  
Copy this link into your browser:  
<http://www.youtube.com/watch?v=rV5fomKS8o>

### CAMPAIGNS

Launched the Samsung Galaxy Note S9 2018 BOB Facebook Launch 2016  
"Guess who's on FB" Western Union  
National Manager 2015  
Electoral Dysfunction  
The Rebranding of a Leader 2016  
Marketing Strategy NSA

### PRESS RELEASES

Samsung Galaxy Note S9 2018 x 5  
Julian Believe receives nod from  
Baha Mar Political Press Releases

### WRITING

- Wrote Political speeches and PR Strategies for the General Election
- Professional Blogger for Engel & Volkers Real Estate
- Lyford Cay
- Used as the voice behind paid radio advertisements
- National Sports Authority Power Point Presentations
- Onboarding & Assessment Test Bank of the Bahamas
- Uniform Manual Bank of the Bahamas
- Employee Manual SunCash