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SHERRON L. YOUNG

MARKETING + COMMUNICATIONS + PUBLICATIONS SPECIALIST + WRITER

Director of Human Resources

As a 12 year Professional in the area of Marketing & Advertising, a seasoned Writer and a former 7 year tenured Private Banking & Trust Associate, hosting a client profile of over 141 high net worth patrons and independently managing over 174 million dollars in assets under management, alongside a sleeve of experience in Commercial Banking, this position is more than ideal. The deliverables of this role echo my professional strengths and experience with specification and adjoins my interest in leading design. I am assured that I am the ideal candidate.

Digital Marketing is where I have spent the majority of my Marketing career, researching brands and developing both appealing written and graphic content for their Websites, Digital Brochures and Handbooks outfitting daily Blogs, managing social accounts on all platform while building organic followings and engaging their audiences through direct and timeline messaging.

The benefit of operating in a boutique firm for the last 3 years is that it forces you to wear many creative hats and therefore beyond creating content, I have also developed & managed countless websites. I have had the pleasure of forging and maintaining relationships with key creative contributors from different creative vantage points namely photography, videography, social influence, cinematography, graphic & web just to name a few which spawned short or long-term contractual agreements which I was charged to orchestrate and manage.

I hold a Bachelor's of Science Degree in International Banking with a minor in Compliance and a long-term passion and concentrated experience in the area of Marketing and Public Relations. These additions have all outfitted me with the acumen required to meet the demands of this role.

I am confident that my professional experience, combined with my evidenced dedication and enthusiasm, will enable me to make an immediate and valuable impact to your organization. I thank you for your consideration of this application and I welcome the opportunity to further discuss how my skill sets when merged with your objectives can meet our goals respectively.

Sherron L. Young (Mrs.) BSc