

RICHARD K. YOUNG

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SUMMARY

B2B marketing and communications executive with 25+ years running full-stack marketing — brand, demand generation, content, PR, and analyst relations. Built two marketing functions from zero, most recently at Fine Tune, where the work supported 3x revenue growth and three President's Club honors. Known for turning complex offerings into market presence and pipeline.

CORE COMPETENCIES

B2B Marketing Strategy · Demand Generation · Brand & Positioning · Public Relations · Media & Analyst Relations · Content & Thought Leadership · Go-to-Market & Product Launch · Account Growth / Land-and-Expand · Marketing Operations · Marketing Automation (Pardot, Click Dimensions) · CRM (Dynamics 365, HubSpot, Salesforce) · Power BI / Analytics · AI-Driven Marketing · Team Leadership & Budget Ownership

EXPERIENCE

Fine Tune — VP, Marketing & Communications

Remote · 2019 – Present

- Hired as Fine Tune's first full-time marketing leader; built the function from scratch — strategy, brand, team, and systems — supporting 3x company revenue growth over seven years and earning President's Club recognition three times, rare for a marketing role.
- Built an earned-media engine from zero, landing national and trade coverage (USA Today, Future of Sourcing, CFO, Spend Matters, SupplyChainDive) plus podcasts and conference stages; developed and coached a bench of 5+ executive spokespeople matched to category and outlet.
- Ran a full rebrand and website relaunch, then built demand generation across SEO, Google Ads, LinkedIn, events, webinars, and outbound nurture — now producing hundreds of qualified leads per quarter on a \$250K–\$300K annual paid budget.
- Established land-and-expand campaigns that grew accounts from a single pilot into 2–3 service categories, with cross-sell wins at ATI and HF Sinclair.
- Led go-to-market for new service launches (pest control, security & guard, energy & utilities, facilities, and a bill-pay solution), repositioning Fine Tune from a two-category niche to a full indirect-spend portfolio.
- Built an AI-driven marketing stack — Dynamics 365 CRM, Power BI dashboards, Apollo.io enrichment, and custom automation tools — for research, prospecting, and reporting, cutting manual work across the team.
- Led a lean team of three plus a network of agencies and project consultants across digital, content, and advertising.

Student Transportation of America (STA) — VP, Marketing & Communications

Charleston, SC · Dec 2016 – 2019

- Hired as STA's first marketing and communications executive; built the function from scratch — first formal budget, first team — across brand, demand gen, content, PR, and digital for a \$22M services unit spanning six business units.
- Drove FY2019 campaigns that generated \$3.9M in new business (17.7% revenue increase), plus \$18M in pipeline over the following 15 months.
- Positioned School Bus Safety Co. as category leader on the Map-21 regulation through a multichannel program (900-registrant webinar, trade PR, paid search, nurture) that sold 17 net-new courses in three months.
- Built the martech stack (Salesforce, Pardot, Drift, Unbounce, Sprout Social) and a customer-advocacy program of 24+ published stories.

mindSHIFT Technologies, a Ricoh USA subsidiary — Director of Marketing

Charleston, SC · Nov 2014 – Dec 2016

- Owned marketing, demand generation, and communications for the 4th-largest global MSP; managed a team of 10 plus external agencies.
- Grew annual revenue from \$147M to \$160M (8.8%); built a \$1.05M MRR pipeline and closed \$207K in MRR worth \$7.5M over contract life.
- Rebuilt reporting and a \$1.2M digital advertising program around marketing ROI; launched a cold-to-warm nurture strategy with Inside Sales.

eGroup, Inc. — Marketing & Corporate Communications Manager

Charleston, SC · Jul 2012 – Nov 2014

- Led marketing and corporate communications for a \$27M IT solutions provider; built brand recognition in new markets with partners including EMC, VMware, Cisco, and Citrix.
- Generated \$1.4M in revenue (\$366K gross margin) in the first 15 months; implemented Pardot marketing automation.
- Relaunched the website to a 134% increase in new visits and 120% increase in organic Google traffic within five months; earned the EMC Partner Services Quality Award three years running (2012–2014).

LEWIS Global Communications — VP & Partner

Boston, MA · Sep 2004 – Jul 2012

- Promoted from Account Director to Managing Director of the Boston office in three years, then to Partner (2007) and VP (2009); ran the firm's 2nd-largest US office.
- Managed a 10-person PR team and \$1.3M in annual client retainers; grew average Boston retainer 117% over five years.
- Secured coverage in the Wall Street Journal, New York Times, USA Today, Reuters, AP, Fox Business, and eWEEK for clients including Unisys, Progress Software, and Lexmark.

EARLIER EXPERIENCE

Senior Account Representative, Lois Paul & Partners (2002–2004) · Analyst, The Yankee Group (2000–2001) · Account Executive, Sterling Hager / Shift Communications (1998–2000)

EDUCATION

B.A., Communications — Boston College, Chestnut Hill, MA · Dean's List