

Kiera Young

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EDUCATION

Purdue University, Mitch Daniels School of Business

Bachelor of Science, Marketing; Bachelor of Arts, Creative Writing

- Relevant Coursework: Marketing Management, Digital Marketing

West Lafayette, IN

May 2028

EXPERIENCE

Insight Enterprises

Marketing Intern, Content Team

Chandler, AZ

June–August 2026

- Expanded organic search visibility of insight.com asset pages, reflected in more complete on-page SEO/AEO coverage, by rebuilding AI agent instructions to generate keyword-targeted copy, meta descriptions, CTAs, and AEO-style search questions in one workflow.
- Drove adoption of AI content tools across the marketing content team, evidenced by teammates requesting access after live demos, by building custom Copilot agents and Copilot tasks and presenting at Marketing AI Guild and team-wide meetings.
- Improved consistency and search-readiness of podcast, social, LinkedIn, and YouTube copy, verified through iterative output testing, by refining AI workflow instructions and strengthening grounding and SEO/AEO requirements.
- Delivered a full-funnel campaign strategy for a mid-market capstone — messaging pillars, persona analysis, and funnel-stage recommendations — by conducting content research and stakeholder interviews to clarify Insight's integrated portfolio story.
- Strengthened executive buy-in for cross-functional AI transformation initiatives by developing stakeholder-impact narratives, governance messaging, and Copilot-assisted slide design for leadership presentations.

DoorList

Campus Growth Intern

Remote

July–December 2025

- Grew DoorList's user base and event footprint at Purdue, demonstrated by sustained event activity across the fall semester, by activating campus events and building awareness among student audiences.
- Expanded the platform's campus network by negotiating partnerships with student organizations and onboarding new event hosts.
- Secured a local business sponsorship by pitching and closing a partnership that funded campus events and boosted brand visibility.

LEADERSHIP & ACTIVITIES

Alpha Xi Delta

Vice President of Communications

West Lafayette, IN

January 2025–Present

- Guide the Communications Team by setting creative direction, managing timelines, and coordinating cross-functional initiatives for consistent chapter messaging.
- Develop integrated campaigns across social media, targeted communications, and branded merchandise to engage potential new members, alumnae, families, and campus stakeholders.

Purdue University Dance Marathon

Morale Committee Member

West Lafayette, IN

March 2025–Present

- Create and perform the line dance at PUDM events while helping lead and engage the Blue Color Track during marathon programming.
- Support student engagement at fundraising events contributing to PUDM's running total of \$12,448,368.45.

Purdue Exponent, Board of Advisors

Board Member

West Lafayette, IN

April 2026–Present

- Inform financial planning and marketing strategy for Purdue's independent student newspaper by analyzing performance metrics and presenting recommendations in board meetings.
- Improve operational efficiency by collaborating with board and staff leadership to define objectives and implement process solutions.

SKILLS & CERTIFICATIONS

Skills: Content strategy, SEO/AEO, AI agent instruction design, prompt testing, blog/web copy, campaign planning, persona development, Microsoft Copilot, PowerPoint, stakeholder interviews, project management

Certification: Google Project Management Certificate — Agile/Scrum, workflow optimization, stakeholder communication, team coordination