



Culture + Communications 2020

Kyia Young

Corporate Communications Intern



Who is Kyia Young?

- Born & raised in New Orleans, Louisiana
- **Undergraduate:** *University of Louisiana at Lafayette*
 - Bachelor of Arts in Public Relations
 - Minor in Promotional Management
- **Graduate:** *Clark Atlanta University*
 - Master in Business Administration
 - Dual in Marketing & Sports and Entertainment Management
- **Fun Fact:** Both of my dogs are named after R&B singers--Bobbi Brown & Charli Wilson (spelled this way intentionally)



71

#pr slack followers gained since the beginning of internship

13

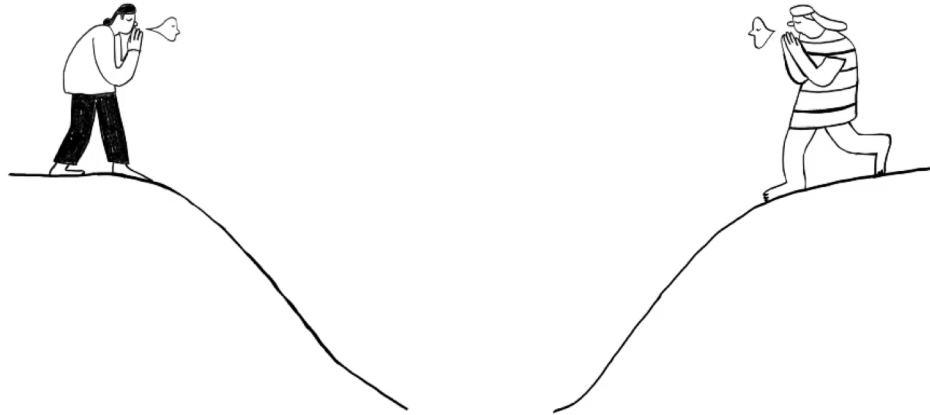
Mailchimp Awards won since Jan. 2020 (& counting)

20+

Ponce leftovers eaten by me (:



Major Projects



Awards Tracker

Master Awards Tracker

File Edit View Insert Format Data Tools Add-ons Help Last edit was made yesterday at 1:10 PM by LaShanda_Jackson

ONLY FOR POSSIBLE AWARDS, NOT AWARD WINS

Award	Award Category	Website	Estimated Submission Deadline	Notes
Atlanta Business Chronicle	Diversity and Inclusion Awards	https://www.bizjournals.com/atlanta/event/162886/2019/diversity-and-inclusion-awards	TBA	These are categories with individual awards listed under some.
Business Intelligence Group	<ul style="list-style-type: none"> - Excellence in Customer Service - Sales & Marketing Technology - Big Awards for Business - PR & Marketing Excellence - Best Places to Work 	https://www.bintelligence.com/big-awards-for-business	TBA	
CNBC	Disruptor 50 <ul style="list-style-type: none"> - Best Site Design - Best User Experience - Best Subscription or Membership Product - Most Original Use of Social Media - Best Podcast - Best Video Series - Best Event Series - Best Live Event 	https://www.cnbc.com/cnbc-disruptors/	TBA	Identifies start-ups on the cutting edge of huge consumer, technology and business shifts — and already worth billions.
Digiday	<ul style="list-style-type: none"> - Best Video Series - Best Live Event 	https://digiday.secure-platform.com/a/page/digiday-media-awards?utm_source=digiday&utm_medium=email&utm_campaign=digiday&utm_content=cta&optout=0_021520	Early Deadline: Feb. 21, 2020 Regular Deadline: March 13, 2020 Last Chance Deadline: April 10, 2020	
Entrepreneur	Entrepreneur's Top Company Cultures	https://www.entrepreneur.com/top-company-culture	TBA	
Fast Company	<ul style="list-style-type: none"> - Most Innovative Companies - Best Workplaces for Innovators 	https://www.fastcompany.com/most-innovative-companies/2018	Early Rate Deadline: Feb. 21 (\$395), Final Deadline: March 20 (\$595)	Submitted 9/13/18. The World's Most Innovative Companies spans more than 350 enterprises across 36 categories
Forbes	Cloud 100	https://www.forbes.com/cloud100/	May	
Inc. 5000	Fastest-growing private companies	https://www.inc.com/inc5000-apply/guide	Late April	Ben speaking in October 2018
Cult Gathering Awards		https://cultgather.com/honorees/	TBA	
Fortune 100	Best Company to Work For	https://www.greatplacetowork.com/best-workplaces/	Late August	
Fortune	<ul style="list-style-type: none"> - Best Workplaces for Millennials - Best Workplaces for Women - Best Workplaces for Diversity 	https://www.greatplacetowork.com/best-workplaces/	- Best Workplaces for Millennials (March 15, 2020) - Best Workplaces for Women (June 12, 2020) - Best Workplaces for Diversity (August 27, 2020)	
PEOPLE	Companies that Care	https://www.greatplacetowork.com/best-workplaces/companies-that-care	March 20, 2020	
Great Place to Work	Best Workplaces for Parents	https://www.greatplacetowork.com/best-workplaces/parents	August 6, 2020	
Well Workplace Awards	One of America's Healthiest Companies <ul style="list-style-type: none"> - Best Use of Twitter - Best Use of Facebook/Instagram - Best Use of Snapchat - Best Audience Engagement Campaign 	https://awards.weloa.org/my-account/	TBA	

+ Awards Wins (by year) - Possible Exec. Awards - Possible Company-Wide Awards - Possible Dept. Awards - Explore



Speaker Network

docs.google.com/spreadsheets/d/1mJ28nwwXIB9gwTBGL_CMFxy9dCEVmm1-VJKD16Ueyw/edit#gid=1314955497

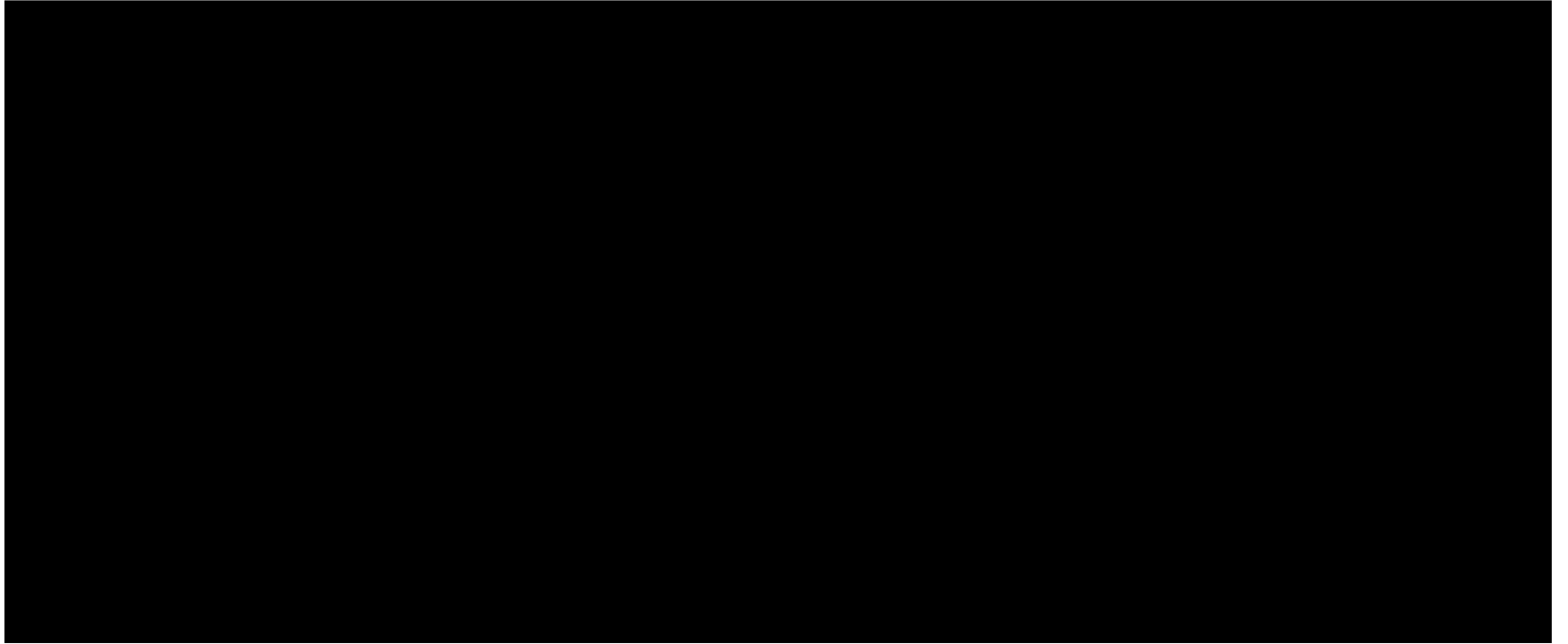
Mailchimp Speaker Network (NEW)

	A	B	C	D	E	F	G	H	I
57	Katie Potochny								
58		Christianne Elliot		Anne Reints	Manager requested				
59		Claudia Majors			Manager requested				
60		Laurie McGowan			Manager requested				
61		Yvette Johns			Requested training				
62		Dillon Weeks			Manager requested				
63		Kyle Stankis			Requested training				
64		Molly Fargolstein			Requested training				
65		Megan Owens			Requested training				
66		Brad Ferguson			Manager requested				
67		Bryan Hussbeck			Manager requested				
68		John James							
69		Michael Packard			Requested training				
70		Essence Coleman							
71	Passed along to L&D Team for Professional Development								
72		Kaysa Foster	Junior Systems Engineer	April Lee	Requested training. Need to check				
73		Loren Crawford	Junior Software Engineer	James Hsiao	Requested training. Need to check				
74		Dorothy Stucki	Pro Customer Support Technician	CJ Magda	Requested training. Need to check				
75		Josh Yoon	Talent Scout	Jenna Crisp	Part of role				
76		John Turner	Business Solutions Manager	Dave Carr	Requested training. Need to check				
77		Alex Perez			Requested training. Need to check				
78		Estela Turqui	Senior Manager Customer Support		Requested training. Need to check				
79		Caillin Cleveland	Project Manager	Chris Donnelly	Requested training. Need to check				
80		Robert Dugas			Requested training. Need to check				
81	Brooklyn								
82	Interested in Bill Smart Speaker Training								
83		Nina Mehta	Design Manager	Ryan West	Recommended by Jacqui + Aawards; Based in Brooklyn; Declined previous invite due to conflict.				
84		Adekunle Oduye	Senior UX Engineer	Josh Netherton	Speaking already; high-priority; Based in Brooklyn; Declined previous invite due to conflict.				
85		Julia Cowens	Senior UX Researcher		Manager requested				
86		Ryan Closter	Software Engineering Manager	Marc Hedlund	Completed September 2019				

COMPLETED TRAINING - Speaker Training - 2017 Conference Talks - 2018 Conference Talks - 2019 Conference Talks - 2020 Conference Talks



Intern Toolkit



#pr slack promo

- Created a flyer to boost #pr slack channel followers
- Cross promoted through the following channels: #peeps-watercooler, #interns-watercooler
 - Made sure to target channels with the most MC employee engagement
- Used swag-giveaways to help drive follow-ship (:



Culture Event Planning



AfroTech



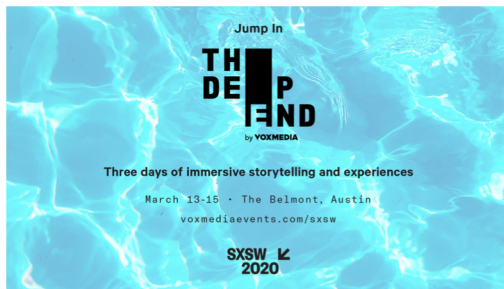
Grace Hopper



Essence Fest



Culturehouse @ SxSW



Vox's Deep End Activation



Black History Month



Daily To-Do Examples

- **Copywriting:**
 - Emails, Senior Leadership blog posts and bios, etc.
 - Briefing documents for Senior Leadership interviews and events
 - Previous award submissions for 2020 submission deadlines
- **Creating:**
 - Presentation and Proposal Decks related to specific MC affiliated events and internal programming
 - Mailchimp Culture Google Calendar (**work in progress**)
 - Briefing documents for Senior Leadership interviews and events
 - Email copy, slack channel drafts, etc. for the Corporate Communications team to send out internally and externally
 - Backgrounders for MAKERS 2020, messaging docs for conference speakers, etc.
- **Building:**
 - Spreadsheets for *Mailchimp Presents* Archetype PR content launches
 - Agenda + Email Invites for 2020 Bill Smartt Speaker Training
- **Scheduling:**
 - Headshots for upcoming conference speakers and senior leadership executives
 - Meetings for my manager and other departments for event sync and updates
- **Work with:**
 - D,E,& I, social, and design teams to produce a BHM Recap Video
 - Individuals to establish strategy & building out already existing ideas/creating new ones
 - Networking to build trust amongst my peers for future internal and external projects

Semester Highlights

- Helped with Stevie Awards media
- Helped with Fast Company's *Best Workplaces for Innovators* award submission





Thanks, y'all!

