LaDàna Young

EXECUTIVE COMMUNICATIONS | STRATEGIC PARTNERSHIPS | PROGRAM LEADERSHIP

Charlotte metro, NC | Open to national opportunities | linkedin.com/in/ladanayoung
Portfolio: ladanayoung.com | Recruiter inquiries: portfolio Contact page

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EXECUTIVE PROFILE

Communications and strategic partnerships leader with more than 15 years of cross-sector consulting, program direction and executive advisory experience. Develops clear, actionable communication for leadership teams, international stakeholders, partners, customers and communities. Experience includes community engagement, policy education and advocacy, public affairs, government and diplomatic relations, logistics, regulated customer service, nonprofit governance and websites. Uses AI-enabled workflows for research and drafting, with human review for accuracy and confidentiality.

SELECTED RESULTS

- Caribbean Cargo DC: Established a company Facebook Page and developed content; estimated audience growth from roughly 700 existing connections to 1,200 fans/followers in about three months (approximately 71%). Retrospective estimate, not a verified engagement-rate metric.
- Led My Fairy GodParents' 2026 website rebuild, organizing 71 public resource entries across four modules, and delivered a national workshop at Arizona State University.
- Rebuild Dominica: Supported the team effort that delivered more than EC$1 million (approximately US$400,000) in medical equipment and supplies through Project C.U.R.E. on December 25, 2017. Organizational, multi-partner result; not personal fundraising.
- Founded Above Prestige Public Relations and brought the consultancy to profitability within three years; historical resume reports roughly 40% consulting revenue growth.
- Supported communications at Caribbean Cargo DC during reported company-wide gross revenue expansion from under $1 million to more than $2 million; no sole causation claimed.
- Secured My Fairy GodParents' first $5,000 corporate contribution from Aventiv Technologies (owner-reported amount; MFGP's public impact page acknowledges Aventiv seed support).

LEADERSHIP SCOPE

- CCDC operating environment: approximately six full-time employees and more than 20 independent contractors. Collaboration scope, not reported personal direct reports.
- Rebuild Dominica governance: the organization's public roster currently lists 15 executive board members and six advisory members; served as chairperson 2015-2024 and became president in January 2024.

PROFESSIONAL EXPERIENCE

Caribbean Cargo DC | Director, Embassy Relations & Strategic Partnerships (2016-present)

Ongoing consulting engagement. Coordinate executive, operational and stakeholder messaging across international shipping, customer service, diaspora and embassy relationships. Build diplomatic, government-facing and community relationships and coordinate across operations, sales and customer teams. Developed White Glove service messaging, customer information and the company's Facebook presence. Case study: ladanayoung.com/work/caribbean-cargo-dc

Above Prestige Public Relations | Founder & Principal Consultant (2011-present)

Advise executives, founders and organizations on strategic communications, public affairs, advocacy communications, media relations, content development, positioning and implementation. Make stakeholder and partner introductions, lead client planning, vendor coordination and follow-through. Project archive: aboveprestigepr.com/work

PROFESSIONAL EXPERIENCE, CONTINUED

Rebuild Dominica, Inc. | President; Former Chairperson (2015-present)
Chairperson from 2015 until elected president January 15, 2024. Lead board governance and support strategic planning, international partnership coordination, relief, education and scholarship communications. After Hurricane Maria, attended a government-led recovery planning meeting with Dominica's Prime Minister in Washington, DC, and supported coordination among government, nonprofit and private-sector partners, recovery communications and the Project C.U.R.E. delivery. Executive-branch planning, not legislative proceedings. The 15-member executive board and six advisers are governance peers, not direct reports. Case study: ladanayoung.com/work/rebuild-dominica

My Fairy GodParents | Founder & Executive Director (2014-present)
Began the charitable initiative in 2014; the organization received 501(c)(3) recognition in 2020. Lead program planning, stakeholder outreach, digital resources and founder-led policy education and community advocacy on parental incarceration, mandatory minimum sentencing and barriers facing justice-impacted families, including advocacy resources on public comments and testimony. Personally introduced youth advocate Anyé Young to FAMM, a national sentencing reform organization; not a formal partnership, and her legislative work is her own. Directed the 2026 resource library and website work. Case study: ladanayoung.com/work/my-fairy-godparents

TTEC | Licensed Insurance Service Professional (USAA client team) (2020-2026)
Served customers in a regulated property and casualty insurance environment through TTEC, not as a direct USAA employee. Worked with policy-related questions, documentation, confidentiality and escalation.

The Lash Group | Reimbursement Counselor (2011-2016)
Supported reimbursement coordination and customer communication, with documentation, confidentiality and accuracy requirements in a regulated environment.

EDUCATION

M.A., Organizational Management | University of Arizona Global Campus (formerly Ashford University)
B.A., Communication and Media Studies | University of North Carolina at Greensboro
Graduate Certificate, Public Relations | University of Maryland Global Campus
Graduate Certificate, Project Management | Walden University

CERTIFICATIONS & PRACTICE AREAS

Certified ScrumMaster (CSM), Scrum Alliance, issued June 15, 2025 | bcert.me/skonuactx
Lean Six Sigma Yellow Belt and White Belt training
Executive communications | Public affairs | Community engagement | Policy education and advocacy | Government and diplomatic relations | International partnerships | Stakeholder relations | Digital content and web strategy | Program leadership | Regulated customer communication
AI-enabled workflows: AI-assisted research, drafting, digital content, website and workflow design, and prompt and context development, with human review for accuracy, confidentiality and responsible use.

SELECTED WORK & VERIFICATION

Case studies: ladanayoung.com/work. RDI board roster and timeline: rebuilddominica.org/about, rebuilddominica.org/about/timeline. MFGP programs: myfairygodparents.org/programs. CSM badge: bcert.me/skonuactx.

Measurement notes: The CCDC Facebook estimate is retrospective. Company employee, contractor, board and adviser counts describe organizational scale, not individual direct reports. The EC$ figure converts RDI's published US$ value at EC$2.70 per US$1.