



# Matthew A. Young

Public Information Officer at City of Lake Charles

500+ connections

Lake Charles, Louisiana Area  
Public Relations and Communications

- Current City of Lake Charles
- Previous O'Carroll Group, Arts and Humanities Council of Southwest Louisiana, City of DeRidder
- Education Louisiana Tech University
- Recommendations 7 people have recommended **Matthew A.**

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### Summary

A top-performing public relations professional with 10 years' experience in cultivating strategic media and government relations endeavors, resulting in maximized visibility and increased community goodwill. Strengths include government relations, communication strategy, social media messaging, public speaking, writing, fundraising, and managing events.

#### Specialties:

- Solid experience in developing public relations strategy and sound communication methodology.
- Exceptional ability to multi-task in a high stress environment.
- Proven track record for delivering quantifiable results.

### Experience

#### Public Information Officer

City of Lake Charles  
March 2015 – Present (1 year 4 months)

- Function as spokesperson to media for accurate reporting of City government issues.
- Provide media training, write speeches and issue news releases for the Mayor and City officials.
- Direct overall implementation of the City's public relations programs for all City Departments.

#### Public Relations Director

O'Carroll Group  
April 2012 – March 2015 (3 years)

- Implemented community relations programs and citizen action networks to create favorable public image for multiple clients including multi-billion dollar industrial projects.
- Wrote compelling pitch letters, press releases and by-lined articles as well as secure national media interviews to achieve client media visibility.
- Identified media trends, news cycles and editorials calendars and cultivate relationships with key

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Morning Wake Up Presenter and Hey Bray J - Live in Studio Host - KBYS 88.3 FM & KBYS.FM, Columnist - The Jambalaya News
- Caleb LaFleur**  
Graphic Art Instructor/Creative Services Producer
- Eric Zartler**  
Sales Director at Lake Charles/Southwest Louisiana Convention & Visitors Bureau
- John Bridges**  
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- Becky Dupre**  
Account Executive at Suddenlink Communications
- Jennifer Istre**  
Public Relations Coordinator at IBERIABANK
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• researched sponsorship requests and recommend allocations for collective community-giving program budgets totaling \$240,000 annually. Demonstrate ROI through media visibility.

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### Executive Director

Arts and Humanities Council of Southwest Louisiana

August 2009 – April 2012 (2 years 9 months)

- Lead the Council and the arts community as the spokesperson for the importance of the arts to community and economic development.
- Provided leadership and information to the Board in policy making, fundraising, financial and strategic planning.
- Hired and supervised appropriate staff to carry out the Council's membership development, financial management, facility management, communications, and program functions.
- Functioned as advocate for the arts with high level municipal, state, and national governmental bodies and organizations.

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### Project Coordinator

City of DeRidder

2007 – August 2009 (2 years)

- Oversee the facilitation of federal and state funding as it relates to public transportation and hurricane recovery.
- Create publicity programs for the Mayor's Office to include scheduling press conferences, composing press releases, and developing media list.
- Organize communication training workshops for Department Heads as it relates to executive presentation, media training and crisis management.
- Coordinate commercial revitalization strategy by utilizing historic preservation as an integral foundation for economic development.
- Assemble post-secondary educational opportunities within the area by merging the efforts of four neighboring universities, essentially developing local workforce and creating a community college.

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### Executive Assistant to the CEO

Outside Eyes

2006 – 2007 (1 year)

- Intricately involved in the company's start up and growth, including structuring employee benefits, marketing, event planning and recruitment of both employees and clientele.
- Ensured the efficient day-to-day running of all business operations and provided confidential administrative support to the president.
- Composed numerous op-eds, letters to the editors, and press releases.
- Scheduled the CEO for television appearances on MSNBC, Fox and CNN.

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### Volunteer Experience & Causes

#### Vice Chair, Quality of Life

The Southwest Louisiana Economic Development Alliance

January 2014 – Present (2 years 6 months) | Economic Empowerment

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#### Treasurer

Calcasieu Historical Preservation Society

January 2012 – Present (4 years 6 months) | Arts and Culture

**Board Member**

American Cancer Society

January 2013 – Present (3 years 6 months) | Health

**Community Advisory Board Member**

Junior League of Lake Charles

January 2012 – Present (4 years 6 months) | Social Services

**Task Force Member**

GO Group Community Relations

April 2013 – Present (3 years 3 months)

Skills

Public Relations

Event Planning

Strategic Communications

Corporate Communications

Staff Management

Social Media Marketing

Public Speaking

Non-profits

Fundraising

Copywriting

Event Management

Human Resources

New Media

Publicity

Program Management

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Education

**Louisiana Tech University**

Bachelor of Arts, Communication, Political Science, Public Relations, 4.0

2002 – 2006

Activities and Societies: Orientation Student Leaders, Student Advancement Team, Delta Chi Fraternity, Student Speakers Bureau, Phi Kappa Phi, and Golden Key International Honor Society

**DeRidder High School**

1998 – 2002

Recommendations

A preview of what LinkedIn members have to say about Matthew A.:

“ Matt Young is someone you need to know! I've known Matt for many years now and am confident he is an asset for the area we live in. Matt exudes talent and creativity,...

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“ I have been fortunate to work with Matt for several years. He has consistently impressed me with his vision for the future of the Arts and Humanities Council. He...

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