



morgan young

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GEN Z, EARLY CAREER & COLLEGE CREATOR

[linkedin.com/morgan-a-young](https://www.linkedin.com/morgan-a-young)

[authory.com/morganyoung](https://www.authory.com/morganyoung)

[beacons.ai/morganyoung](https://www.beacons.ai/morganyoung)

[calendly.com/morganashleigh](https://calendly.com/morganashleigh)

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## about

I started creating content in 2021, simply to document and share my journey as a Disney intern. It was my first ever internship and first "Big girl job," but after my content got traction, it turned into a bit more. Now, I'm a "full-fledged" content creator, a member of the LinkedIn for Creators program, and I create content around college, early careers, internships, and being a gen z in the workplace.

## affiliations

- LinkedIn for Creators Program
- The Wall Street Journal Opinion, 'Future View' Snapchat Show
- Product Buds
- Girls Who Code
- Kode with Klossy
- National Center for Women in Information Technology

## the numbers



Followers on  
LinkedIn

**10.5K+**



Impressions  
in Q1 2023

**559K+**



Engagement  
(2022)

**22.4K+**



Engmt. Rate  
(2022)

**1.45%**



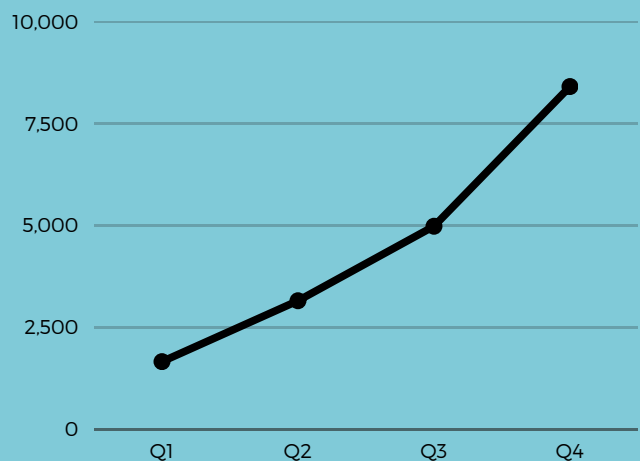
Email  
List

**1679**

## growth & trajectory

Although I am still a relatively small creator, I've experienced an immense amount of growth in the last year. To be precise, I grew my audience by 667% last year. For more recent statistics [Dec 2022], I achieved 238K impressions and an average growth of +43 new followers per day.

**+667%**



Audience Growth in 2022

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# Let's Talk Partnerships!

Sponsored Content & UGC

Speaking Engagements

Consulting & Advising

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# Partnerships



*How to Partner with Me*

## Sponsored Content + UGC

Looking for a way to connect with *Gen Z, early career, and college student* audiences? Look no further! As a content creator with a primarily Gen Z audience, I offer sponsored content and user-generated content (UGC) opportunities for organizations, companies, and brands looking to reach this demographic. But no content solution is a one-size-fits-all! I've previously produced educational course content, promotional product videos, tutorials, and vlogs, just to name a few.

No matter the style or medium, I'm committed to creating content that aligns with your brand's values and resonates with my audience. Let's collaborate and create something amazing together!

**Don't know where to start?** Here's a few examples of how I've shared brands with my audience in the past:

- tutorial videos/carousels
- an educational mini-course
- newsletter/article features
- sponsored feature in workshop or other free resource
- "talking head" content

**Content Portfolio:** <https://authory.com/MorganYoung>

### **Previous Partnerships:**

The Wall Street Journal, Girls Who Code, helloHive, Topmate.io, Quillbot

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# Partnerships



*How to Partner with Me*

## Speaking Engagements

Want to inspire and educate your team, customers, or audience? As a Gen Z creator and technologist with a passion for a variety of topics, I offer a wide range of speaking engagements and workshops (virtual & in-person) designed to help individuals and organizations thrive. Whether you're looking for a keynote speaker, panelist, fireside chat participant, AMA host, moderator MC, or even podcast guest I can bring my energy and expertise to your event and brand.

I'm committed to delivering engaging, informative, and actionable content that resonates with your audience and helps them succeed. Let's work together to bring your event, conference, and/or brand to life!

Workshop Offerings: (can be customized for your event)

- The LinkedIn Series (5) - job search, personal branding, content creation

If you want something specifically tailored to your event and/or audience, I'd love to work with you to create something that does! Here's my general parameters:

Speaking Styles: panels, AMAs, fireside chats, keynotes, workshops, solo talks, podcast appearances

Topics: building a personal brand, navigating internships & early career, LinkedIn, women in technology, diversity, equity & inclusion, product management

### **Previous Partnerships:**

The Walt Disney Company, Airbus, LinkedIn, SWE, SHPE, NCWIT

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# Partnerships



*How to Partner with Me*

## Consulting & Advising

Looking for expert advice on engaging with Gen Z audiences or improving diversity and equity in your workplace? As a Gen Z content creator and consultant, I offer consulting and advising services on a range of topics, including

- Workplace
  - Empowering Gen Z in the workplace
  - Attracting and retaining Gen Z talent
  - Creating & cultivating a more diverse and equitable workplace for underrepresented groups
- Higher education
  - Educating Gen Z & preparing them for a successful career
- Marketing & Content Creation
  - Content creation, thought leadership, and branding on LinkedIn
  - Marketing to Gen Z audiences

With a deep understanding of the Gen Z demographic and their preferences, I can help your organization develop effective strategies to engage this audience and foster a more inclusive workplace.

Whether you're looking for a one-time consultation or ongoing advisory services, I'm here to help you achieve your goals. Let's work together to create meaningful change and drive success for your organization!

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# Partnerships



*How to Partner with Me*

**Let's work together on this!**

Partnerships are not a one-size-fits-all. So let's work together to find something that works for you, your team, and your brand.

It could be a blend of any of these partnership arrangements or just one of them.

It could include things I currently offer or something I create just for your brand!

I am most definitely not limited only to the things I've outlined here.

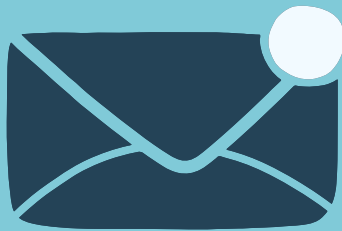
So let's talk! Reach me at [myoung4959@gmail.com](mailto:myoung4959@gmail.com) or schedule a time with me on [calendly.com/morganashleigh](https://calendly.com/morganashleigh).

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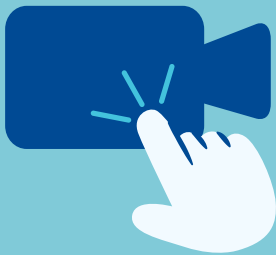
# Brand Roadmap

*What I'm Working on this Year*



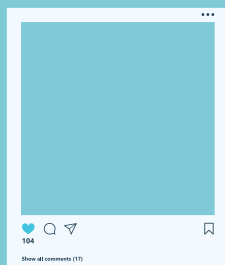
## Newsletter(s) Launch

I'm planning on launching two newsletters this year. One will be called "Zooming to the Top," will primarily focus on how Gen Zs AKA "Zoomers" can supercharge their careers, and will exist on LinkedIn. Each month, I'll do an interview with a Gen Z/Early career professional who is accomplishing exceptional things in their industry. I will also post an informative article each week. The other will be a more personally-focused newsletter called, "Figuring it Out," which will exist on Beehiiv. In this newsletter, I'll mostly be reflecting on experiences from my life and sharing lessons I'm learning as a young adult, college student, creator, techie, and early career professional.



## More Short-Form Video Content

I've experimented with creating short-form video content in the last year both on my LinkedIn and personal Instagram, and I've found a healthy amount of success in these experiments. My highest performing video on LinkedIn attained 66K impressions & 450 engagements. My highest performing video on Instagram attained 11K views, 663 engagements. Based on these results, I will be adding more short-form video content into my strategy.



## Channel Diversification, Instagram

Thus far, I've put 110% of my efforts into growing my platform on LinkedIn. I now feel that I'm at the point where I can start diverting a little bit of my efforts into expanding onto a 2nd platform. The content topics will be fairly similar; however; my Instagram @noturtypicalcsmajor will have a more casual vibe and focus mostly on purely visual content in contrast to my long-form text content on LinkedIn.



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For more...

My Content Portfolio



My Portfolio on Authory

My Social Links



LinkedIn



@noturtypicalcsmajor

Reach me at...



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Book a time with me!