

# Marcia Young

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## Summary

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I am dedicated to building and strengthening mission-driven organizations by applying my expertise to drive sustainable growth, enhance community impact, and achieve long-term strategic goals. As the founder and publisher of *Fiber Art Now* magazine, I spent a decade leading strategic priorities, building advertising and sponsorship partnerships, managing operations, writing and editing content, driving marketing campaigns, overseeing budgets, developing and deploying grants and awards, and growing the brand's online and print presence.

I also served as imprint manager for a leading craft publisher. Additionally, I have experience jurying, curating, and developing fine craft exhibitions with a focus on audience engagement and accessibility. My work has required donor stewardship, managing multiple concurrent projects, and leading cross-departmental project teams to ensure successful execution. Most recently, I have served as the Executive Director of the Society of Arts + Crafts, the nation's oldest craft-related nonprofit organization.

## Experience

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### **Executive Director, Society of Arts + Crafts**

July, 2023 – Current

As Executive Director of the Society of Arts + Crafts, my main priorities have been to re-establish programming, establish a revenue stream for the organization, and re-engage core donor communities. I have worked closely with the Executive Committee members and the board to accomplish a major shift for this organization.

### **Author, *Create Naturally: Go Outside and Discover Nature with 15 Makers***

Schiffer Craft Publishing, 2021

### **Imprint Manager, Schiffer Craft Publishing, Ltd.**

December, 2021 – November, 2022

Served as Imprint Manager for Schiffer Craft Publishing, where I established brand identity, developed original products, and acquired new titles. Collaborated with company leadership to oversee the Schiffer Craft team and its projects, while spearheading new initiatives in community outreach and development. Managed editorial staff and book production for several titles, including 30+ new titles for the fall and spring publishing list.

**President & Publisher, *Fiber Art Now* magazine**

June, 2011 – October, 2021

As the founder and publisher of *Fiber Art Now* magazine, I spent a decade developing a business with a viable business model. My role included writing about fiber art and fine craft; interviewing artists, editing, and driving content priorities; managing strategic planning, logistics, budgets, staff, printing, and customer databases; planning short-and long-term marketing and promotions; and more. In my tenure, we built a strong following of over 100, 000+ followers and a solid subscriber base through digital marketing and in-person events. We also built an organization that worked with prestigious craft-related museums across the US to bring them innovative exhibitions based on our juried submission projects.

**President, Young Media Group, Inc.**

December, 2010 – October, 2021

Served clients through custom publications, copywriting, marketing services, platform and media development, and social media management. Young Media Group was fortunate to work with many of the same organizations over the years.

**Professional Journal Production Services, National Basketry Organization**

January, 2015 – September, 2021

The Young Media Group team provided production services for the National Basketry Organization, including content research and recommendations, project management services, working with writers, artists, and the client to arrange production schedules, write or assign stories, and follow through on the editing, design, and layout process through the prepress stage.

***Threads* Magazine External Research, Taunton Press**

October, 2020 – December, 2020

Contracted with Taunton Press to research the industry and competition for *Threads* franchise, a brand focused on garment sewing projects and techniques. Conducted interviews with staff, analyzed market data, and submitted a recommendation report for long-term success and growth of the *Threads* brand.

**Exhibitions Development and Management, *Fiber Art Now***

September, 2015 – August, 2019

Established annual juried fiber art and textiles submission that has developed into an annual exhibition in collaboration with a variety of museums across the US, including the New Bedford Art Museum (New Bedford, Massachusetts); the San Jose Museum of Quilts and Textiles (San Jose, California); and the Craft in America Center (Los Angeles, California), and others.

**Juror, European Patchwork Meeting**

September, 2018

Served as a juror for the international quilt exhibition that is included as part of the European Patchwork Meeting conference, an internationally-renowned, annual event that takes place in the four villages of Val d'Argent, France, that attracts 20,000+ people.

**Guest Speaker, Korea Bojagi Forum**

August, 2016

Guest speaker for the 2016 Korea Bojagi Forum, an organization that strives to spread Korean culture and traditional art through bojagi. At their biannual conference near Seoul, Korea, international artists from all fields gather to learn and discuss ideas about bojagi and other traditional folk art mediums such as joomchi, traditional embroidery, and natural dye.

**Book Publishing and Publicity Services, Dairy Barn Arts Center**

May 2016 - May 2017

Young Media Group, Inc. worked with The Dairy Barn Arts Center & Quilt National to provide a variety of marketing and publishing services for the historic, 20th Biennial Quilt National exhibition. This includes publicity and marketing for the submissions process, production, writing, design, and circulation services for the Quilt National book, and follow-up publicity for the main exhibition and traveling exhibition venues of this historic exhibition.

**Magazine Relaunch Manager, American Made Show/The Rosen Group**

October, 2016 – February, 2017

Production services for *Best in American Made* magazine, a publication and organization that served retailers by connecting them with makers and American-made products for potential wholesale business.

**Media Specialist, Employee Development Systems, Inc.**

November, 2010 – February, 2017

Increased awareness of EDSI products and corporate training services through social media development, newsletters, articles, brochures, and training materials development.

**Social Media Manager, HRDQ**

January, 2011 – February, 2013

Spread the word online about products related to corporate training and development.

**Community Manager, SAVI Learning**

June, 2010 – May, 2012

Increased awareness of SAVI Learning through social media, newsletters, and blog posts.

**Editor, Valley Fiber Life**

March, 2009 – June, 2011

Created and curated Valley Fiber Life, an online fiber art-focused website that developed into a worldwide online community and subsequently laid the seeds for the future launch of *Fiber Art Now* magazine.

**Director, Human Resources Development Press**

January, 2009 – June, 2010

Oversaw marketing efforts for newsletters and various professional assessments, such as MAP, PreVue, Total-APS, DISC, and others.

**Publications Manager, Pearson**

September, 2007 – January, 2009

Managed production plans and schedules for up to 10 simultaneous publishing projects related to state teacher certification tests across 20+ subjects. Oversaw item writing, preparation, item banking, and printing in alignment with state standards and contract specifications. Also served as key project manager for a multi-million-dollar contract with the National Board for Professional Teaching Standards (NBPTS). Led item acquisition, editing, copyright clearance, and prepress preparation.

**Freelance Consultant, Young Consulting**

July, 2002 – September, 2007

Client: EJ Malek and Associates Inc.

Supported apprenticeship programs offered at the National Training Center (NTC). Work included rewriting or proofing technical documents, including assembly line quality initiatives, process control manuals, team-based management courses, and problem-solving guidelines within a joint labor union/corporate setting. Responsible for proofing monthly quality data aggregated from production facilities across the US.

Client: Marcia Andberg Associates

Supported the College Board Study Skills Survey - High School Version

Recruited twelve college or high school teachers and counselors to ensure that the test met diversity, equity, and inclusion standards. Assigned review materials and provided instructions to each judge, collected and summarized the data.

Client: Japan Broadcasting Corporation (NHK)

Conducted pre-filming research for the Japanese documentary, *Miracle Planet*; interviewed human evolution experts at institutions such as the National Museum of Natural History, Stanford University, and the University of Wisconsin. Served as Production Coordinator for the Japanese film crew, traveling to five US locations, facilitating interviews on human ancestry, and interpreting concepts and direction for the director and crew in Japanese.

**Project Manager, American Guidance Service, Inc.**

January, 1999 – January, 2001

Partnered with programmers, marketing managers, educators, and psychologists to develop commercial assessment software for the educational market. This included determining critical path flow and usability scenarios; writing software specification documents and end-user manuals; handling materials management, design and publishing issues; and working with marketing staff to develop launch plans.

**Project Manager, EJ Malek And Associates, Inc.**

May, 1999 – January, 2000

Worked jointly with United Auto Workers Union (UAW) and General Motors corporate representatives to support National Paid Educational Leave program, including liaising with UAW Representatives, GM representatives and consultant writers, editors, and prepress staff.

**Content Developer and Computer-Based Testing Project Team Member, Obunsha Company**

September, 1996 – April, 1999 (Tokyo, Japan)

Worked with testing project team to develop computer-adaptive English test. Planned and organized various textbook projects; wrote a monthly column for nationally-distributed TESOL publication; scheduled and oversaw professional narration portion of product in the recording studio; conducted interview series at Tokyo-area embassies for CD/textbook set.

**Human Resources Generalist, Johnson Company (Tokyo, Japan)**

September, 1994 – July, 1998

Taught in-house English classes to Johnson Company employees; wrote speeches for executives, including Johnson Company US CEO and Johnson Company Japan human resources director; arranged for and facilitated guest speakers, carried out English proficiency evaluations.

**Coordinator, Employee Services International, E. J. Malek and Associates, Inc.**

June, 1992 – March, 1994

Organized trainers, workshop logistics, and materials for corporate domestic and international relocation.

**Education/Training**

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University of Minnesota

BA, English major, Japanese language minor

Grants Research Workshop (Philanthropy Massachusetts)

Grant Seeking Essentials Certificate (Cornerstone Foundation)

Financial Management Essentials Certificate (Cornerstone Foundation)

**Skills**

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program development • event management • budget management • donor cultivation • writing  
• advertising sales • sponsorship development • stakeholder relationship management  
• copywriting • negotiation and closing • staff management • board relations • volunteer  
management • strategic partnerships • project management

**Volunteer Projects**

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**Fuller Craft Museum**

Served on the Acquisitions Committee for four years and currently serve on the Exhibitions Committee.

**Girl Scouts of Eastern Massachusetts**

Served for 12 years as troop leader for Troop 89065, Freetown-Lakeville, Massachusetts.

**Lakeville Arts Council**

Served on the Council for two years, contributing to the planning and execution of 2–3 annual art and music festivals. Reviewed and evaluated Massachusetts Cultural Council funding proposals to support local arts initiatives.