Melissa A. Young

Melissa Young is the Director of Communications for Please Touch Museum, one of the nation’s leading museums for children. As an award-winning communications professional, Young has more than nine years of experience in boosting brand awareness, launching internationally recognized marketing campaigns, and leading strategies that position brands for success and growth.

In her role, Young is responsible for planning, directing and maintaining a multi-platform communication program to advance the Museum’s institutional brand within the regional market and beyond. A member of the executive team, Ms. Young leads a broad range of communications activities that advance the Museum’s mission, strategic plan, brand and reputation.

Prior to Please Touch Museum, Young was the manager of marketing and advertising for Health Partners Plans, a managed care organization that serves more than 275,000 members in Southeastern Pennsylvania. Working at Health Partners Plans for over six years, Young held various roles within the organization, including marketing communications supervisor, and communications specialist. Before Health Partners Plans, Young was the communications specialist at Ross Associates, a strategic communications firm, where she gained experience in social media planning, media buying, public relations and communication strategies.

Throughout her career, Young has provided public relations and media relations consulting services for various organizations, including the African-American Chamber of Commerce of PA, NJ and DE, North Broad Renaissance and Tandem Music Group. In 2016, she served on the communications subcommittee for the Democratic National Convention (DNC) Host Committee. She was also named a DNC ambassador for the Georgia delegation.

Young received her master’s degree in communications from Villanova University. During her graduate studies, she was recognized by Howard University for her scholarly research on social media and smartphone use among minority groups. She received her bachelor’s degree in journalism (minor in political science) from Indiana University of Pennsylvania. She also received a certificate in leadership and management from Wharton’s Online Leadership Program. Young belongs to the National Communication Association and American Marketing Association. Born and raised in Philadelphia, she currently resides in the Philadelphia area with her husband. In her spare time, Young likes to read, spend time with her family and volunteer.