

Culturalist
Strategist
Creative
Advocate
Ideator
Consultant
Speaker
Solutionist



IMANI S WILKINS

Over 8 Years of Strategic B2B and B2C Solutions

HELLO!

Culturalist. Strategist. Advocate...Solutionist.

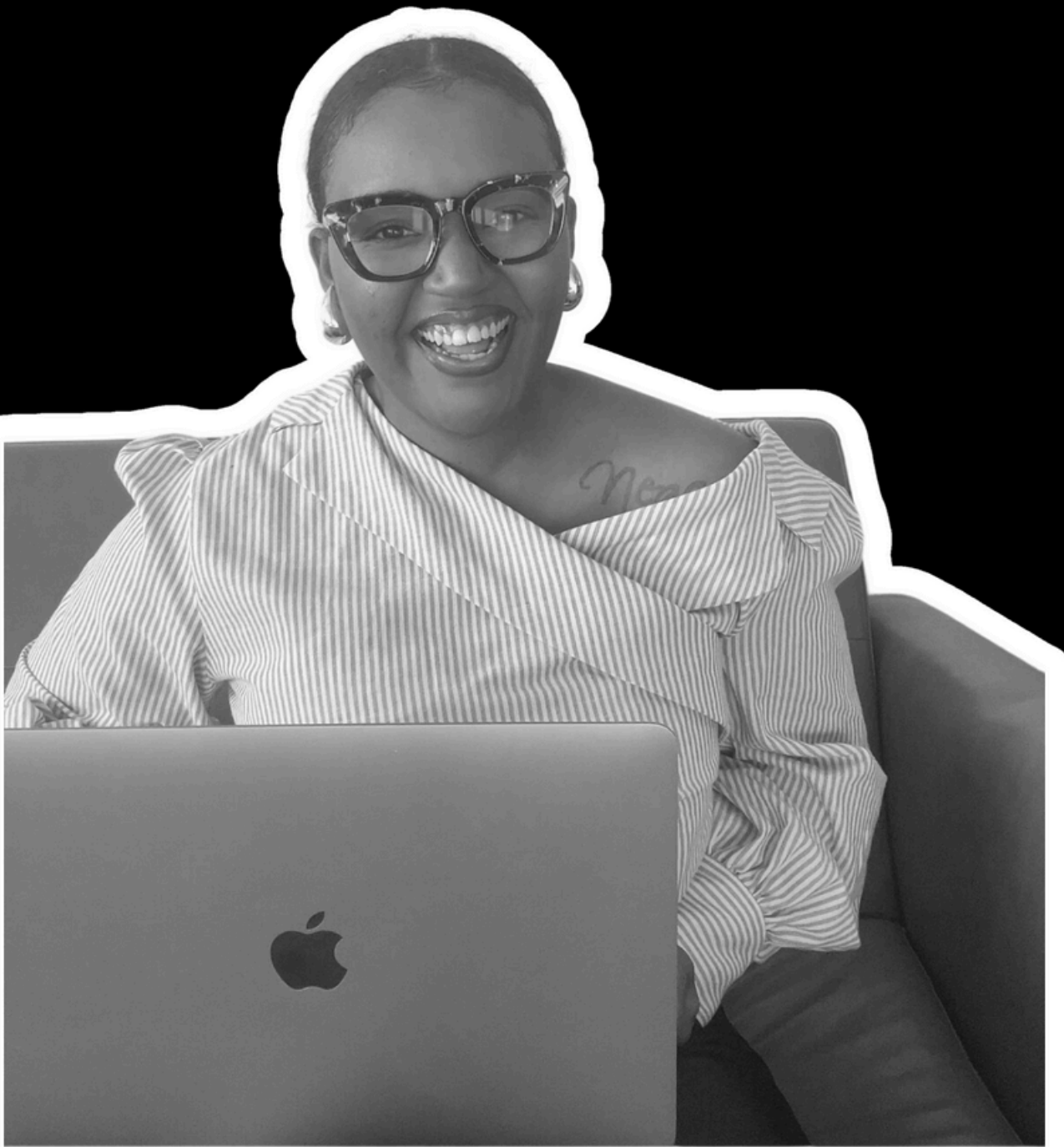
My name is Imani Wilkins. I am a leading expert in the areas of Marketing, Branding, Organizational and Community Development.

I leverage over 8 years of professional expertise in diverse industries such as Real Estate Development, Business Development, Community Development & more to provide strategic B2B and B2C solutions.

I value impact and empathy while building collaborative, sustainable solutions for clients or companies.

Bachelors in Communications &
Organizational Leadership

Masters in Globalization &
Development Communications,
spec. in Community Developemnt



CAREER TIMELINE & SKILLS

CAREER TIMELINE

Marketing, Branding, Organizational
& Community Expertise

2016	2017	2018	2019	
Community Support Specialist	Community Support Specialist/ Part time Grad Student / Strategic Consultant for Listening Post Collective <i>*Responsible for direct community engagement to gather research and data</i>	Digital Services Consultant/ Part time Grad Student	Site Coordinator <i>*Responsible for the sourcing and management of qualified volunteers for Government funded Educational Program</i>	
2020	2021	2022	2023	2024
Personal Care Assistant/ Marketing & Brand Consultant/ Administrative Assistant	Marketing & Brand Consultant/ Administrative Assistant <i>*Responsible for Marketing & Branding consulting with Women C-Suite and entrepreneurs with WBEC</i>	Marketing & Brand Consultant/Brand Strategist	Brand Strategist/VP of International Chapter Based Professional Social Group <i>*Responsible for planning, marketing and executing monthly events and connecting with local vendors</i>	

SKILLS

Top Skills

Marketing & Communications | Consulting | Project Management | Ideation & Strategy Development | Market Research | Content Strategy & Development | Quantitative & Qualitative Research | Campaign Development & Management

Soft Skills

Leadership Acumen | Ideation & Innovation | Inclusive & Empathetic | Strong Interpersonal skills | Analytic & Strategic Thinking | Collaborative & Team Player | Attention to Detail | Creative & Divergent Thinking | Project Management & Planning

Technical Skills

Miro | Figma | Canva | Microsoft Suite | Wix | Prezi | Google Suite | Airtable | Monday | Honeybook | Quickbooks | Gusto | Basecamp | Asana | Salesforce | Calendly | Slack | Figma | Keynote | Adobe

Industry Skills

Content Development | Content Strategy | Marketing Strategy | Market Research | Market Analysis | Product Design | Agile Methodologies | Scrum | Quantitative & Qualitative Research | Presentation Building

PROFESSIONAL VALUES

PROFESSIONAL VALUES

Accessible Solutions

Building and providing solutions that are accessible to multiple clients and companies in need.

Intentional Impact

Actions and decisions driven by a desire to sustain positive impact and expertise

Empathetic Approach

Delivering solutions that are rooted in understanding the impact that the solution needs to have.

Data Driven Strategy

Using data to drive solutions and pursue the future with excellence and strategic insight

WEBSITE DESIGN

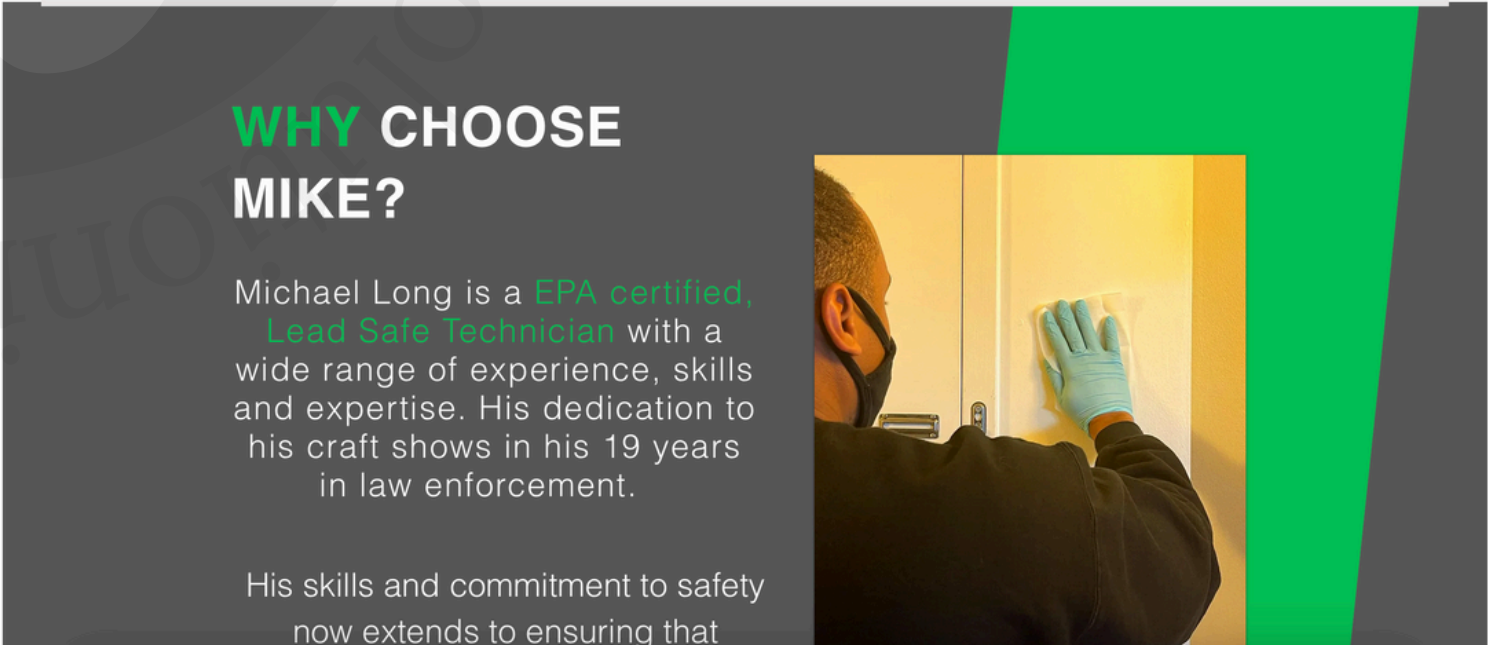
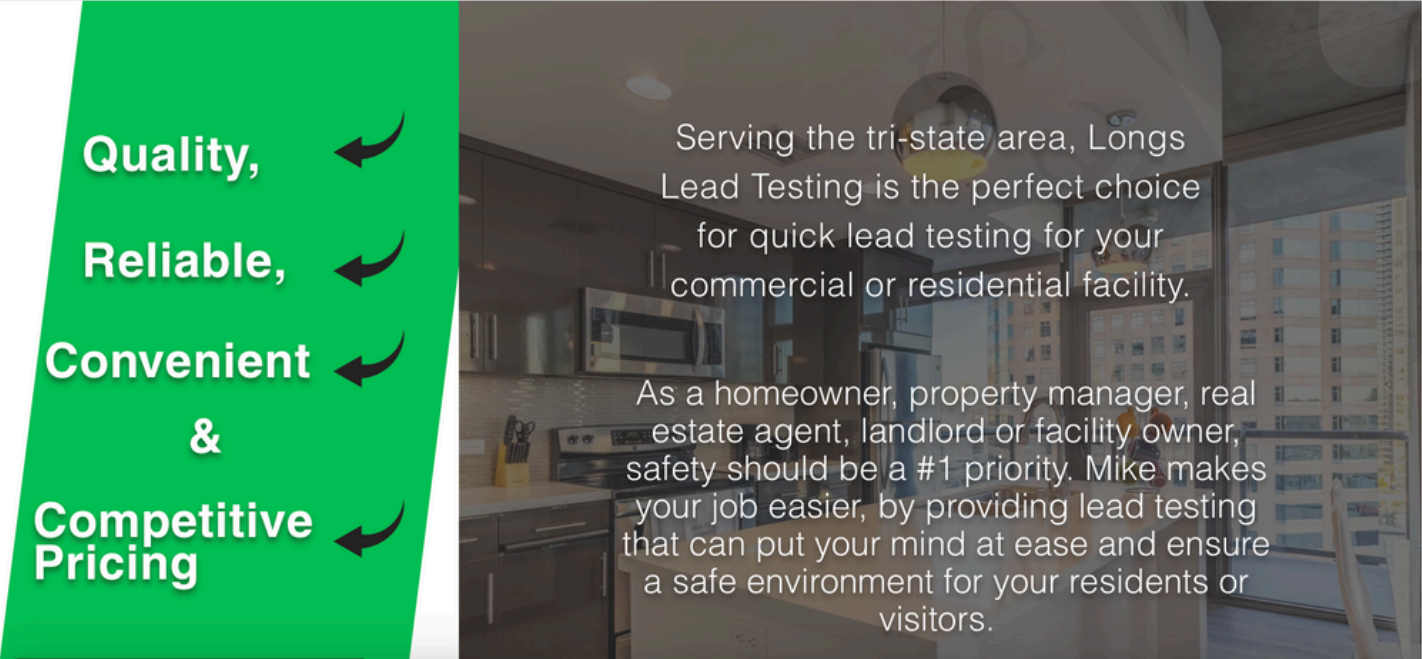
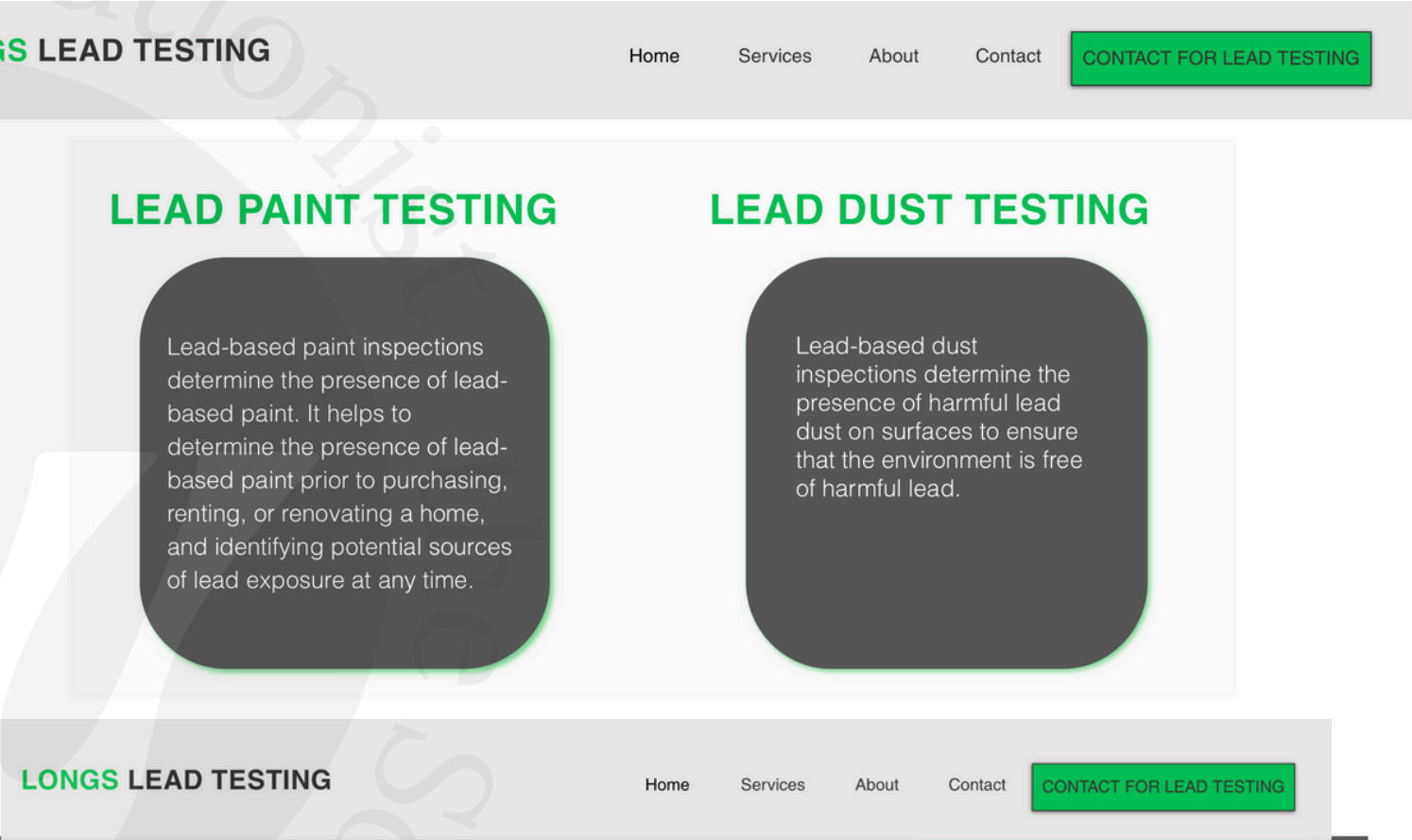
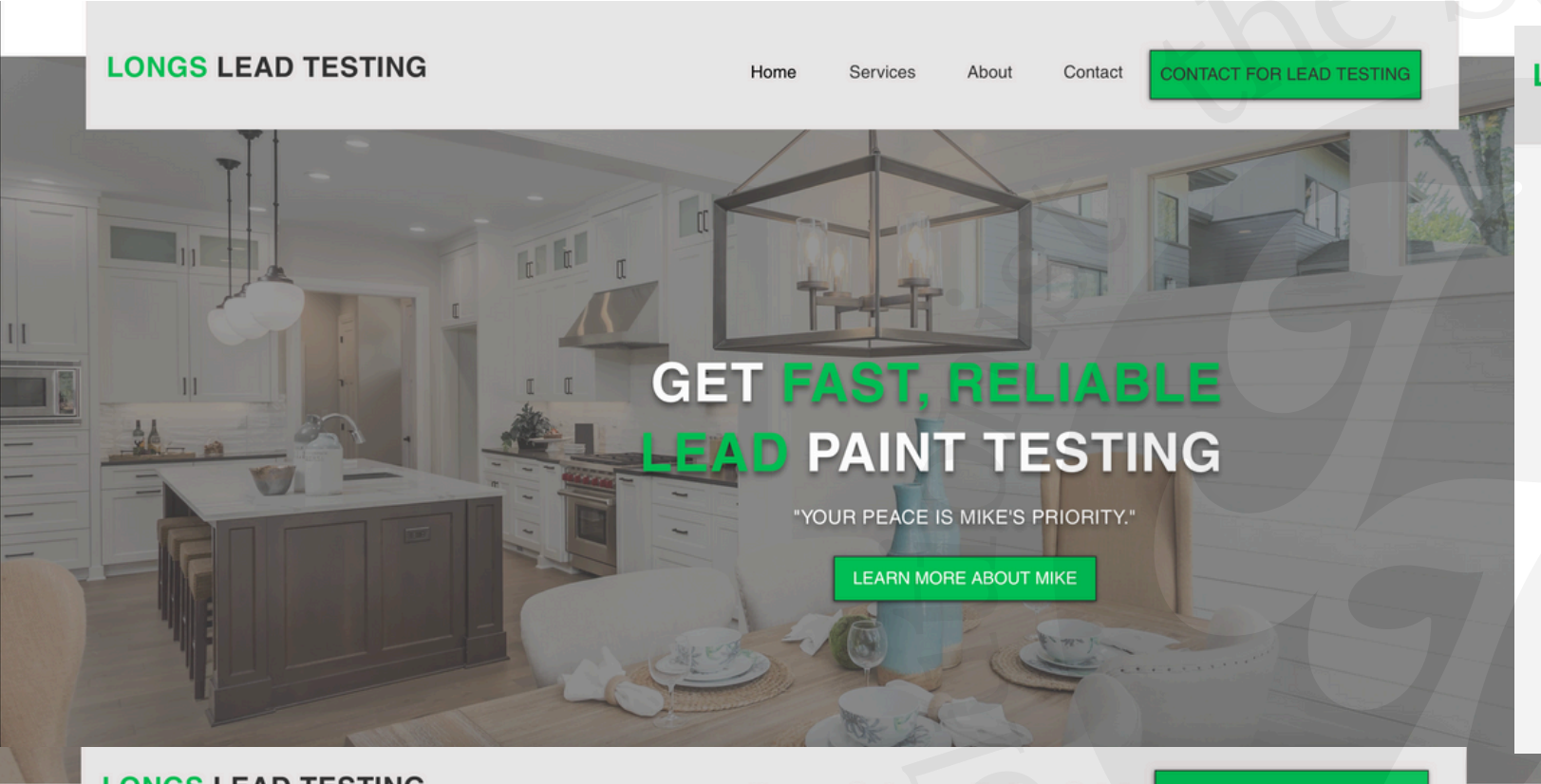
Long's Lead Testing

Problem: Client needed to provide digital presence in order to attract new clients, sustain current clients and adhere to state laws in order to provide his services

Solution: Conducted a competitive analysis, assessed compliance requirements for website and site mapped the website for the client. Decided on a landing page design. Wrote copy, sourced images and designed website for client in 3 weeks.

LONGS LEAD TESTING

WEBSITE DESIGN LANDING PAGE Long's Lead Testing



LINKEDIN BRANDING


Professional Client

Problem: Client needed a professional rebrand for a networking event which included title reassessment, LinkedIn header update, LinkedIn banner creation and business card creation with optional back covers

Solution: Consulted with client to understand desired brand identity including desired color usage and aesthetic. Designed banner and business as well title updates to better communicate client's career impact.

Synthia Brown

Strategic Communications Leader

 Email: synthia.a.brown@gmail.com
 LinkedIn: [Synthia Brown](#)

14 years of Strategic Communications,
Project Management & Media

LINKEDIN BRANDING

Business cards



LinkedIn Banner



WEBSITE DESIGN

Open Arms of Philadelphia

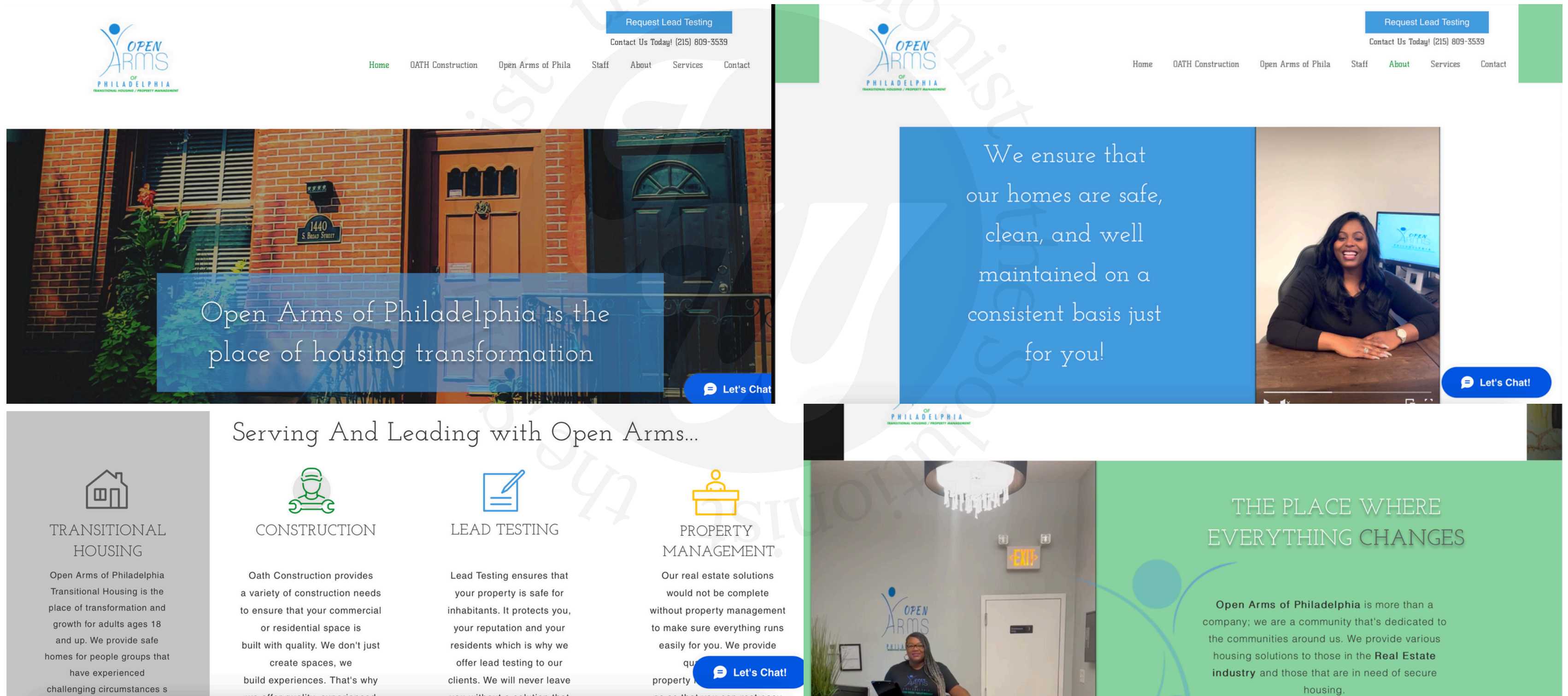
Problem: Client needed to provide digital presence in order to attract new clients, sustain current clients and adhere to state laws in order to provide her services and expand her business.

Solution: Conducted a competitive analysis, assessed compliance requirements for website and site mapped the website for the client. Decided on a multi page design. Wrote copy, sourced images and designed website for client.



WEBSITE DESIGN

Open Arms of Philadelphia



WEBSITE DESIGN

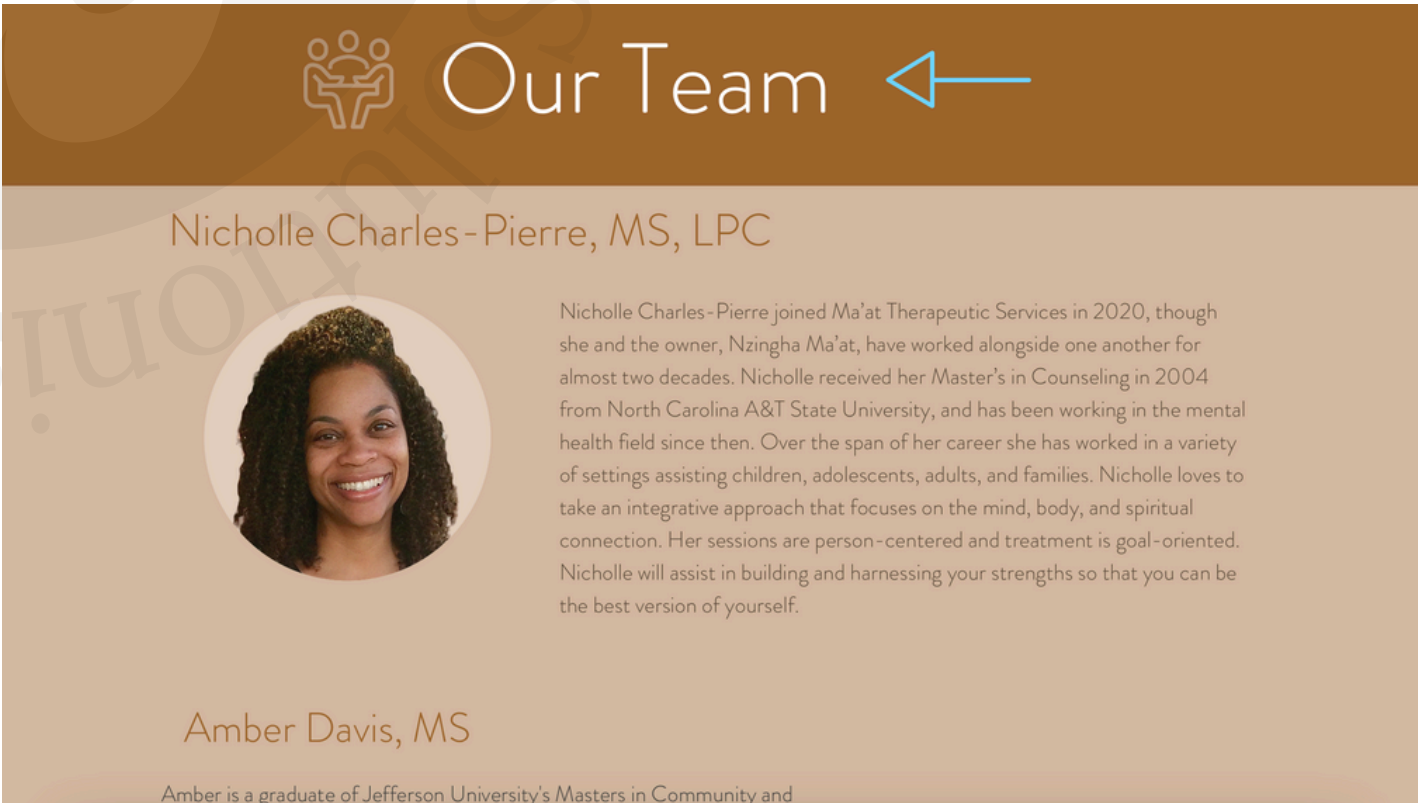
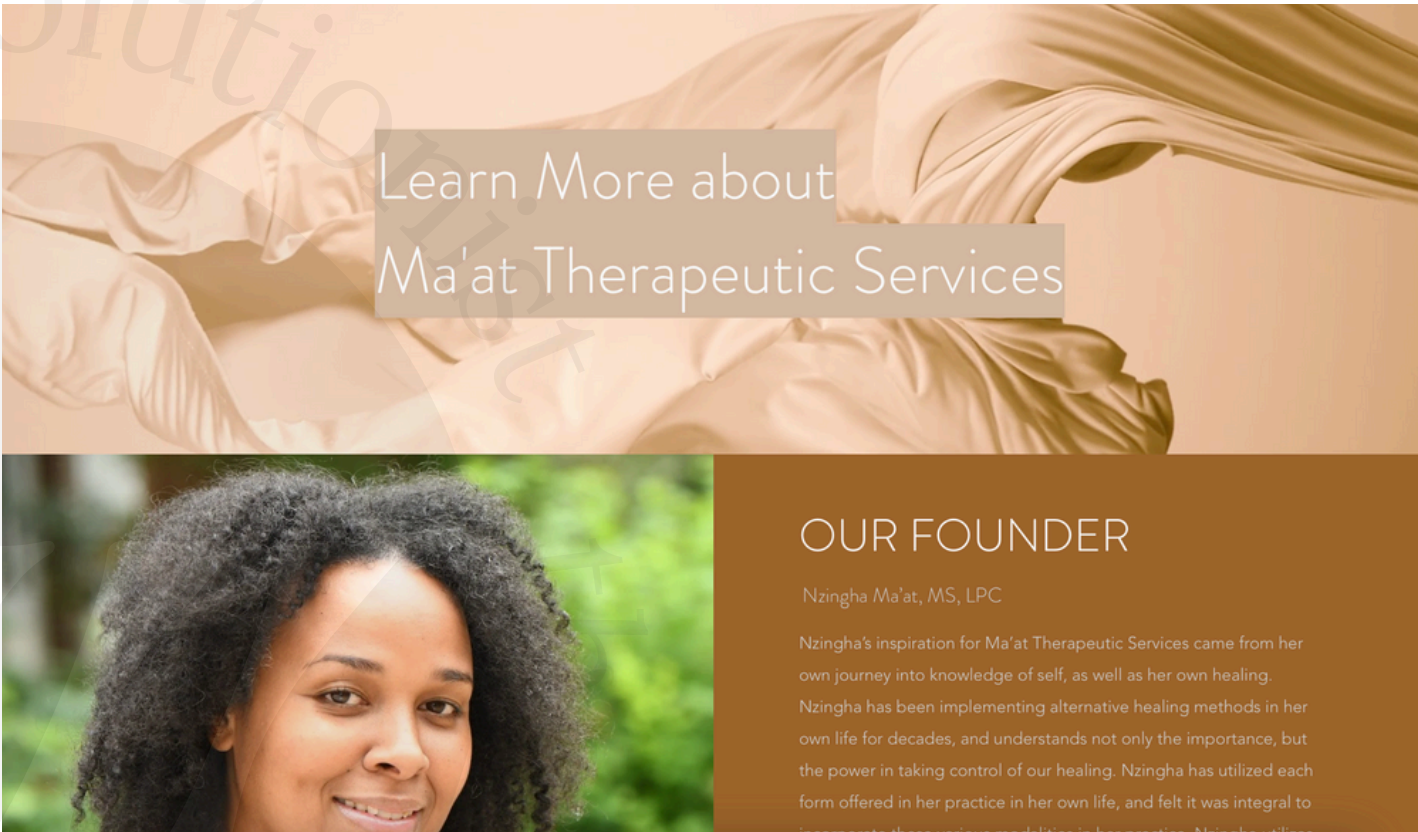
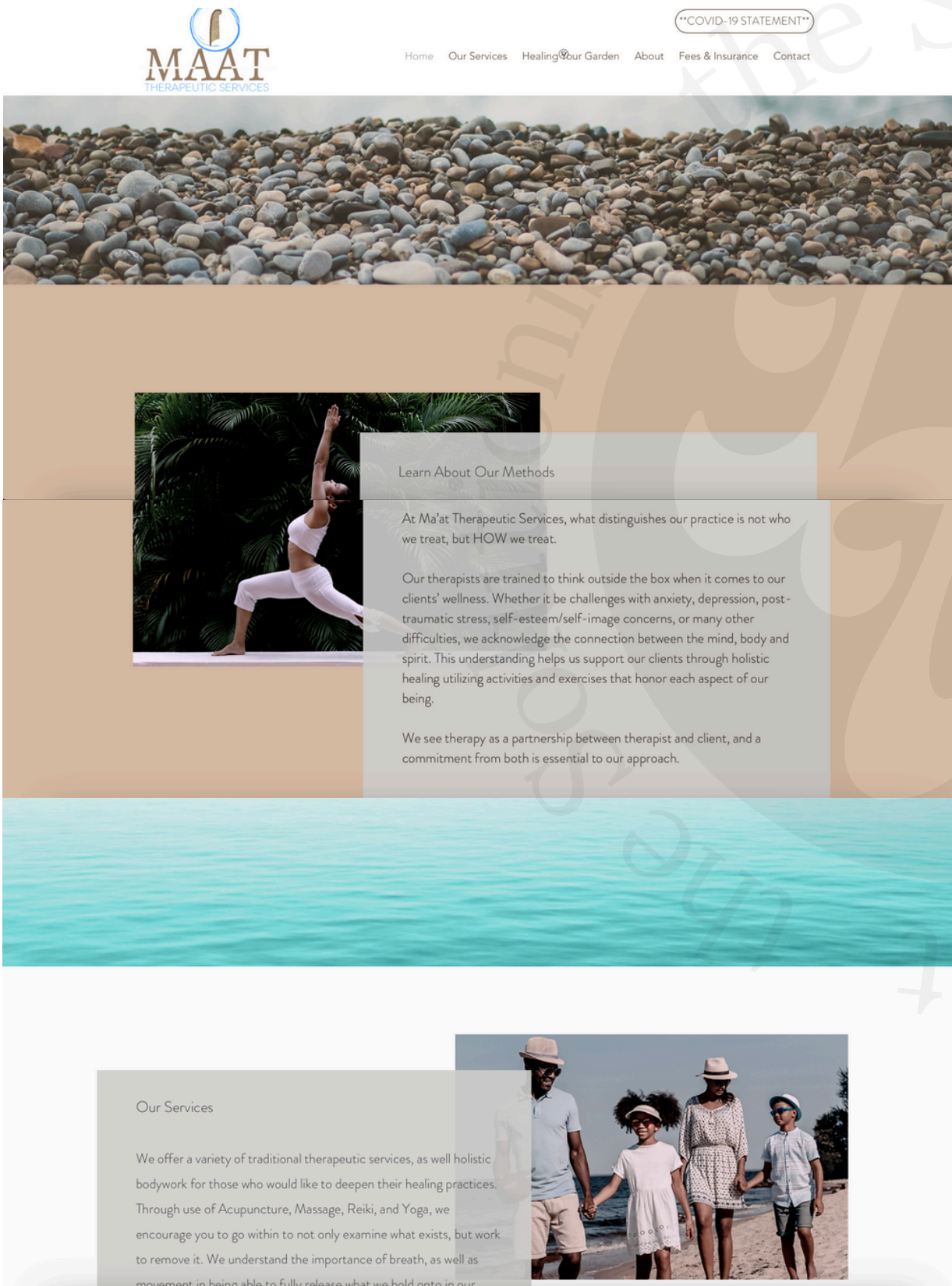
Maat Therapeutic Services

Problem: Client needed to provide digital presence in order to attract new clients and create a clear and concise experience for existing to understanding what they were getting through their offering.

Solution: Conducted a competitive analysis, assessed compliance requirements for website and site mapped the website for the client. Decided on a multi page design. Sourced additional images (outside of client's own shoot). Designed and published client's website.



WEBSITE DESIGN MULTI PAGE Maat Therapeutic Services



WEBSITE DESIGN

Imani the Solutionist

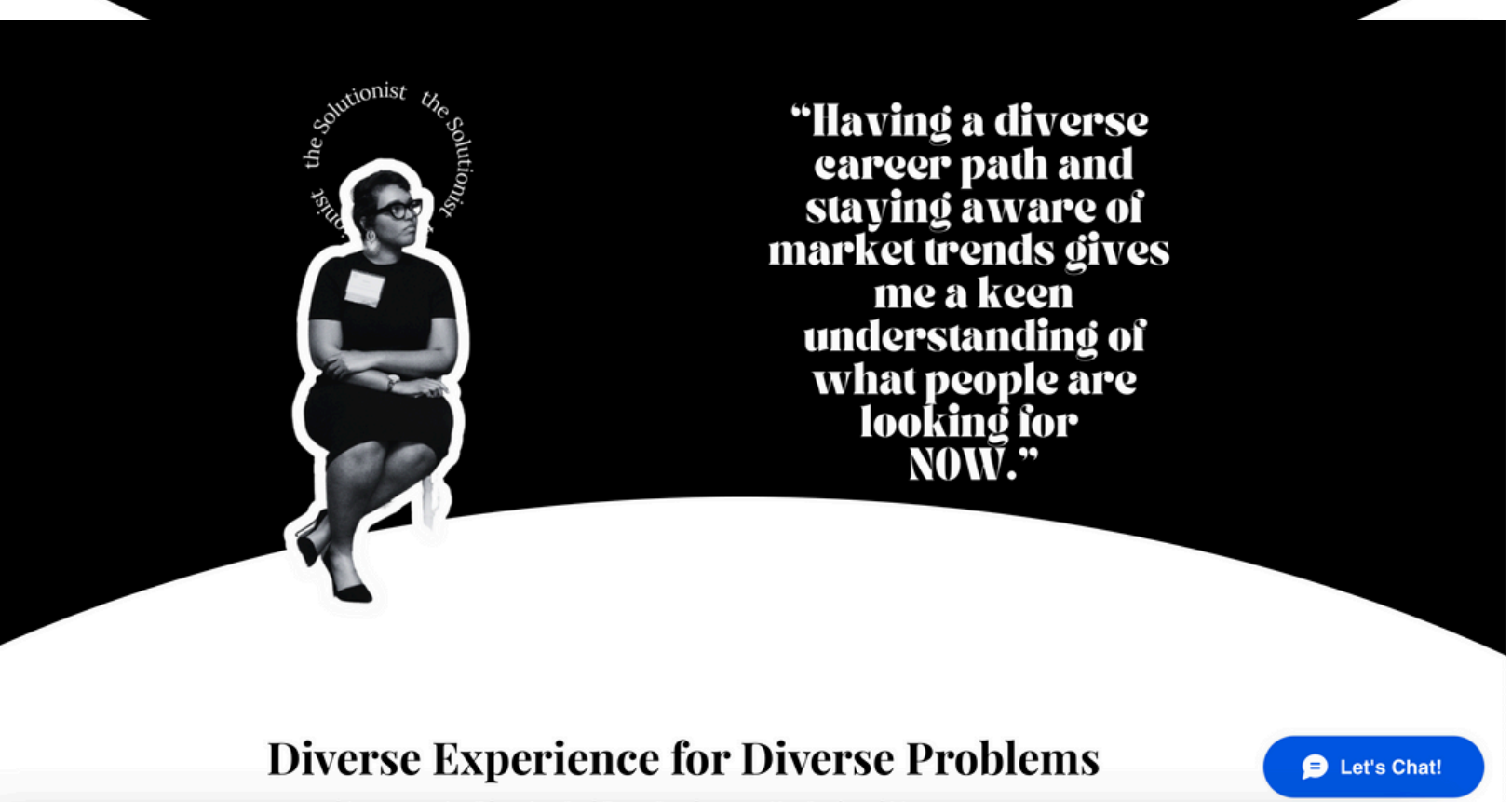
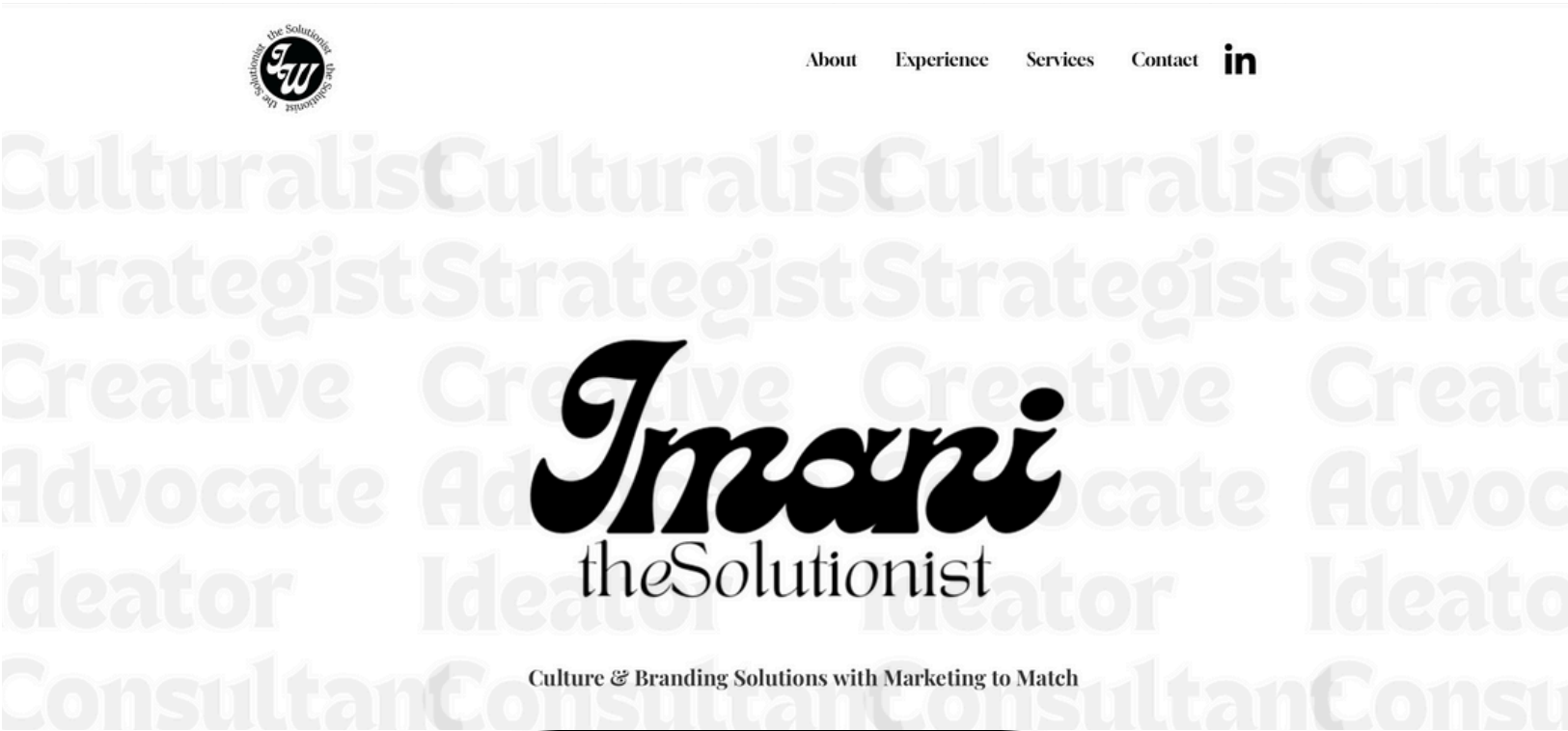
Problem: Client needed to provide digital presence in order to attract new clients and create a clear and concise experience for existing to understanding what they were getting through their offering.

Solution: Patiently and comprehensively walking the client through key marketing tools, their impact and the end user experience that it would. (SEO, click through rates, bounce rates etc)

The logo for Imani theSolutionist. The word "Imani" is written in a large, bold, black script font. Below it, the words "theSolutionist" are written in a smaller, black, serif font, with "the" in lowercase and "Solutionist" in title case.

WEBSITE DESIGN LANDING PAGE

Imani the Solutionist



LOGO DESIGN

Velvet Luxe Pastries

Problem: Client needed a logo mark that aligned with their offering of luxury baked goods.

Solution: Consulted with client to understand their brand, their audience and their needs. Conducted a competitive analysis to understand how we could differentiate the brand. Decided on brand colors. Sourced font that matched brand aesthetic. Designed new logo concepts for client.



Velvet Luxe
PASTRIES

LOGO DESIGN

Velvet Luxe Pastries



LOGO DESIGN

Maat Therapeutic Services

Problem: Client wanted a logo mark that included personal values as well as clearly conveyed the offer.

Solution: Consulted with client to understand their brand, their audience and their needs. Conducted a competitive analysis to understand how we could differentiate the brand. Decided on brand colors. Sourced font that matched brand aesthetic. Designed new logo concepts for client.

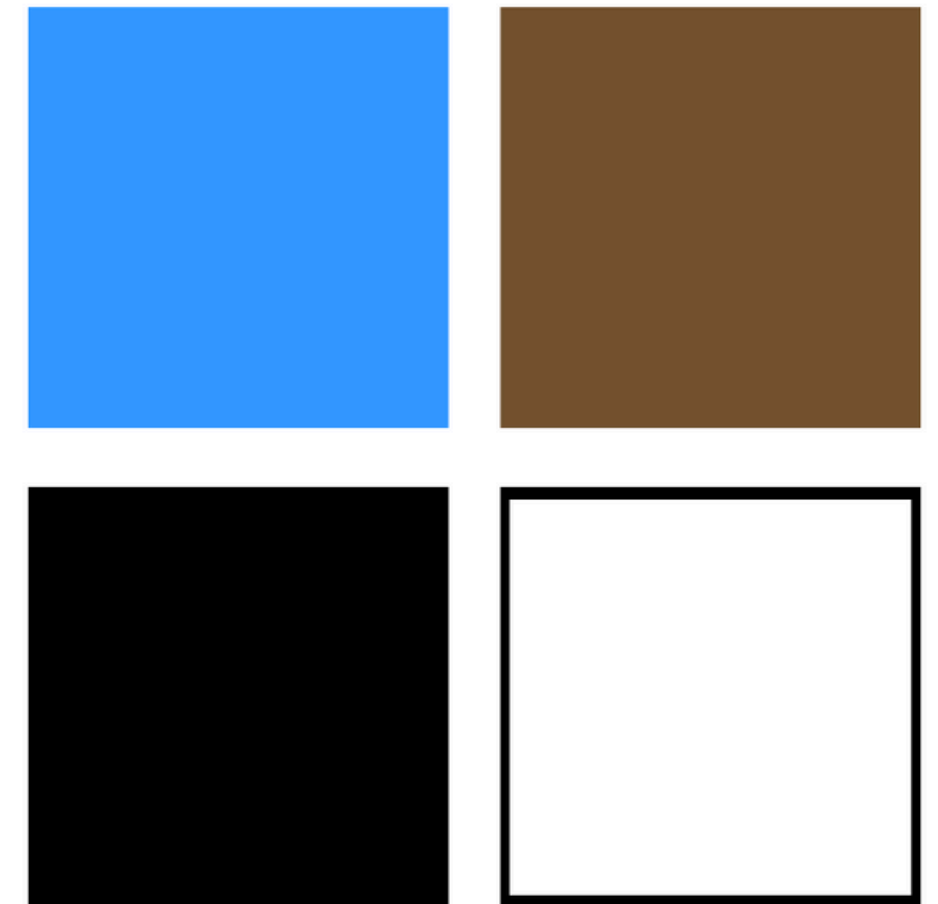


LOGO DESIGN

Maat Therapeutic Services



MAAT
THERAPEUTIC SERVICES



LOGO DESIGN

Simple Delights Events & Catering

Problem: Client wanted a logo that conveyed the simplicity and elegance of her offer which were dinner parties, catering and meal plans.

Solution: Consulted with client to understand their brand, their audience and their needs. Conducted a competitive analysis to understand how we could differentiate the brand. Decided on brand colors. Sourced font that matched brand aesthetic. Designed new logo concepts for client.



LOGO DESIGN

Simple Delights Events & Catering



Simple Delights
EVENTS & CATERING



LOGO DESIGN

Cierra Cloning Va

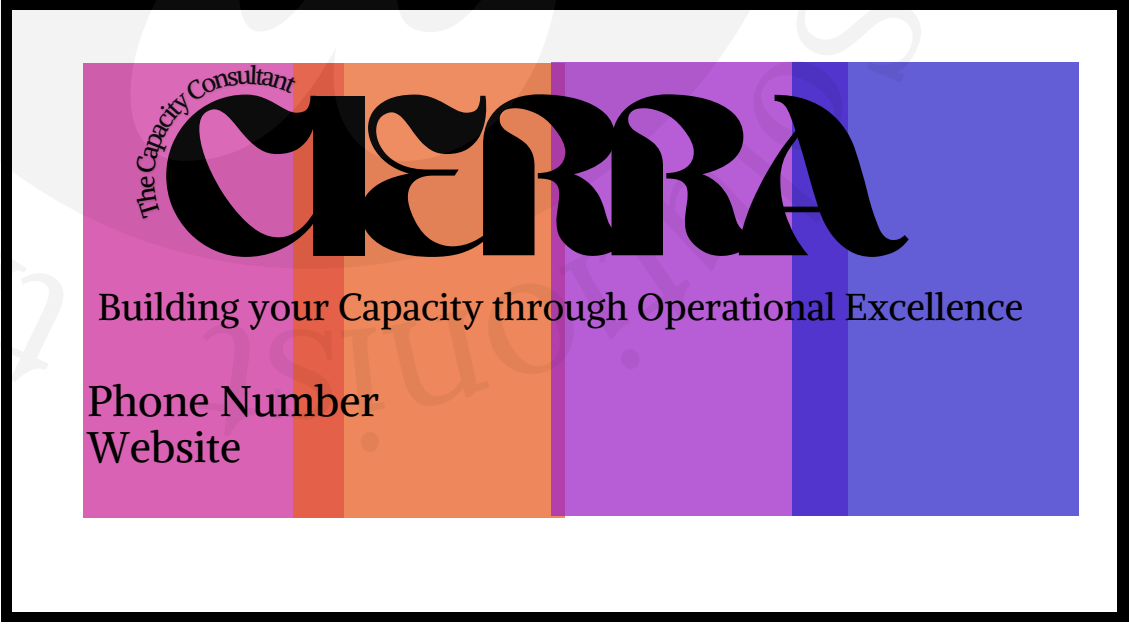
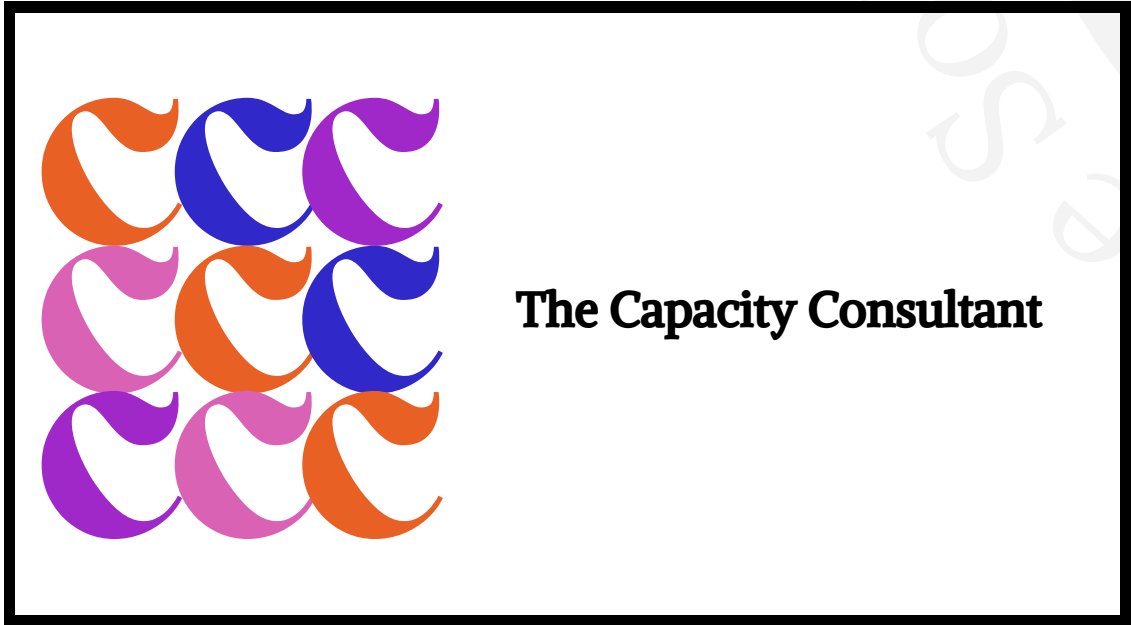
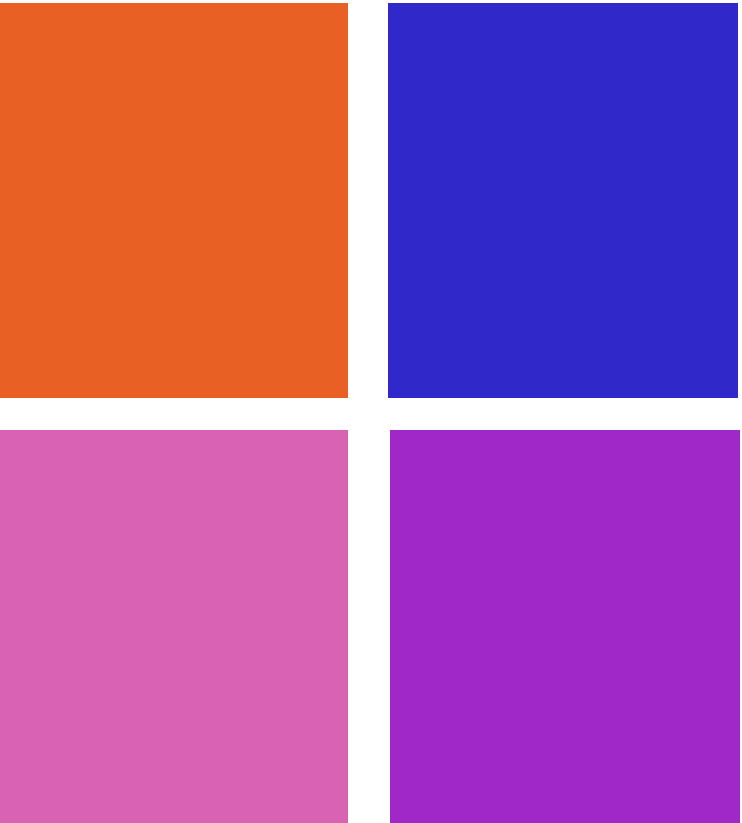
Problem: Client needed a logo to match her rebranded identity.

Solution: Consulted with client to understand their brand, their audience and their needs. Conducted a competitive analysis to understand how we could differentiate the brand. Decided on brand colors. Sourced font that matched brand aesthetic. Created a potential mockup for client logo concept.



LOGO DESIGN

Cierra Cloning Va



WHO WOULDN'T HIRE A PROBLEM SOLVER?

Want to learn more about Imani? Visit
www.imanithesolutionist.com

