

IMANIS WILLIAMS

Over 8 Years of Strategic B2B and B2C Solutions



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



CARBER TIMBLINE 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

Digital Services
Consultant/ Part time
Grad Student

Site Coordinator

*Responsible for the sourcing and management of qualified volunteers for Government funded Educational Program

*Responsible for direct community engagement to gather research and data

2020

2021

2022

2023

2024

Personal Care Assistant/ Marketing & Brand Consultant/ Administrative Assistant Marketing & Brand Consultant/ Administrative Assistant Marketing & Brand Consultant/Brand Strategist

Brand Strategist/VP of International Chapter Based Professional Social Group

*Responsible for Marketing & Branding consulting with Women C-Suite and entrepreneurs with WBEC

*Responsible for planning, marketing and executing monthly events and connecting with local vendors

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 | Quantitive & 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



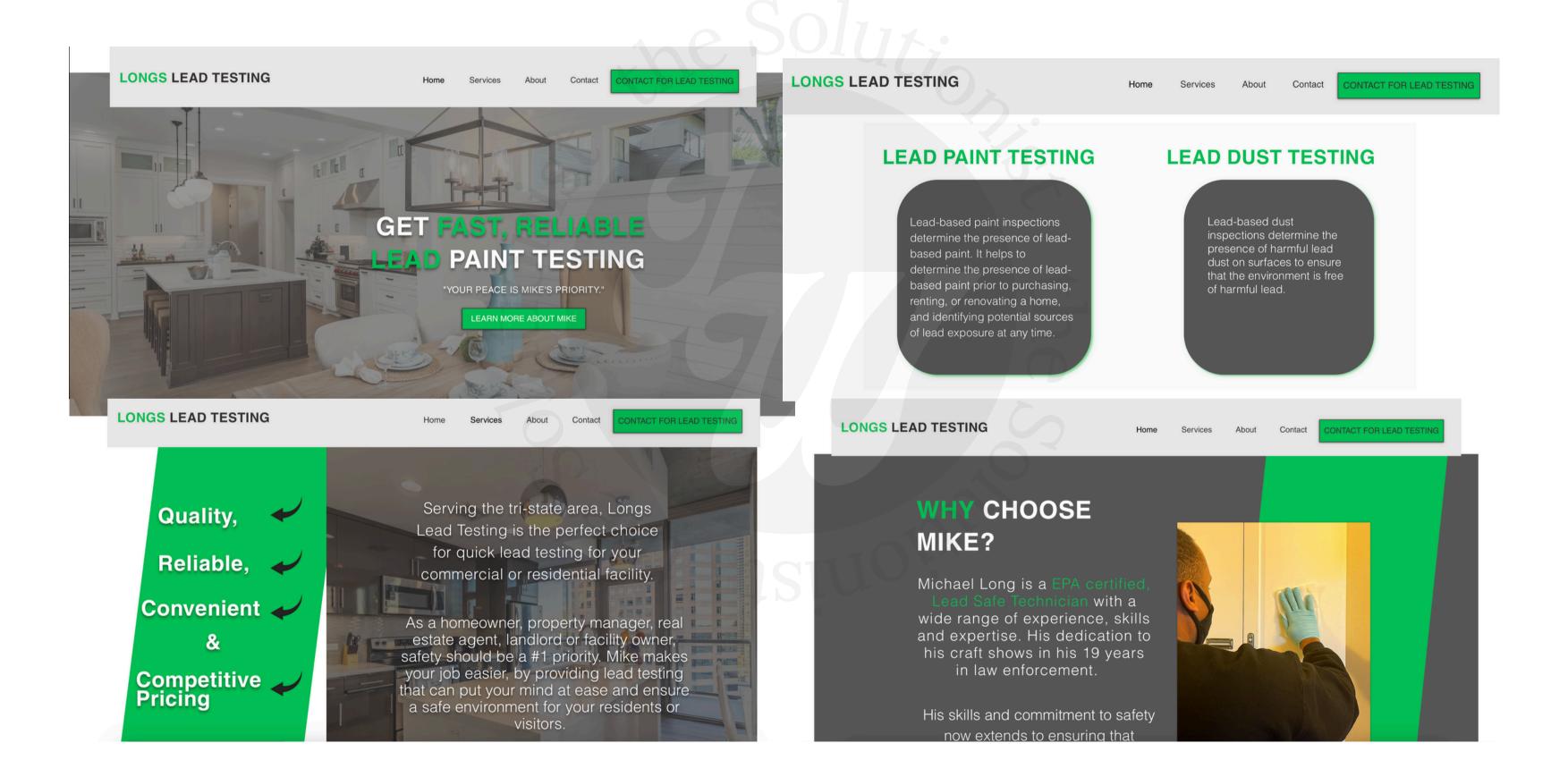
Long's Lead Testing

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

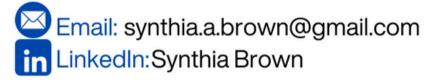
Professional Client

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 optionlal 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.



Strategic Communications Leader



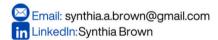
14 years of Strategic Communications, Project Management & Media

LINKEDIN BRANDING

Business cards



Strategic Communications Leader



14 years of Strategic Communications, Project Management & Media







LinkedIn Banner





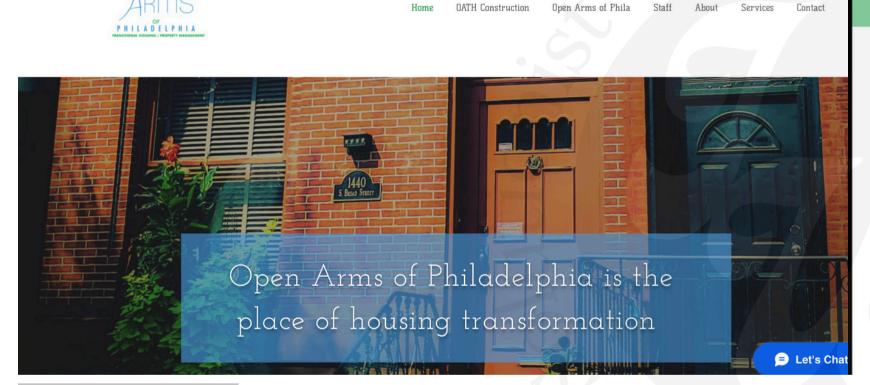
Open Arms of Philadelphia

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.



Open Arms of Philadelphia



Serving And Leading with Open Arms...



TRANSITIONAL HOUSING

Open Arms of Philadelphia Transitional Housing is the place of transformation and growth for adults ages 18 and up. We provide safe homes for people groups that have experienced challenging circumstances s



CONSTRUCTION

Oath Construction provides a variety of construction needs to ensure that your commercial or residential space is built with quality. We don't just create spaces, we build experiences. That's why we offer quality experienced



LEAD TESTING

Lead Testing ensures that your property is safe for inhabitants. It protects you, your reputation and your residents which is why we offer lead testing to our clients. We will never leave you without a solution that



Contact Us Todau! (215) 809-3539

PROPERTY MANAGEMENT

Our real estate solutions would not be complete without property management to make sure everything runs easily for you. We provide

Let's Chat!



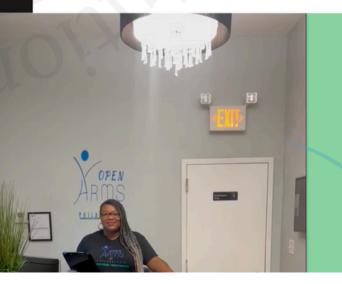
Contact Us Today! (215) 809-3539

We ensure that our homes are safe, clean, and well maintained on a consistent basis just for you!



Let's Chat!





THE PLACE WHERE EVERYTHING CHANGES

Open Arms of Philadelphia is more than a company; we are a community that's dedicated to the communities around us. We provide various housing solutions to those in the Real Estate industry and those that are in need of secure housing.

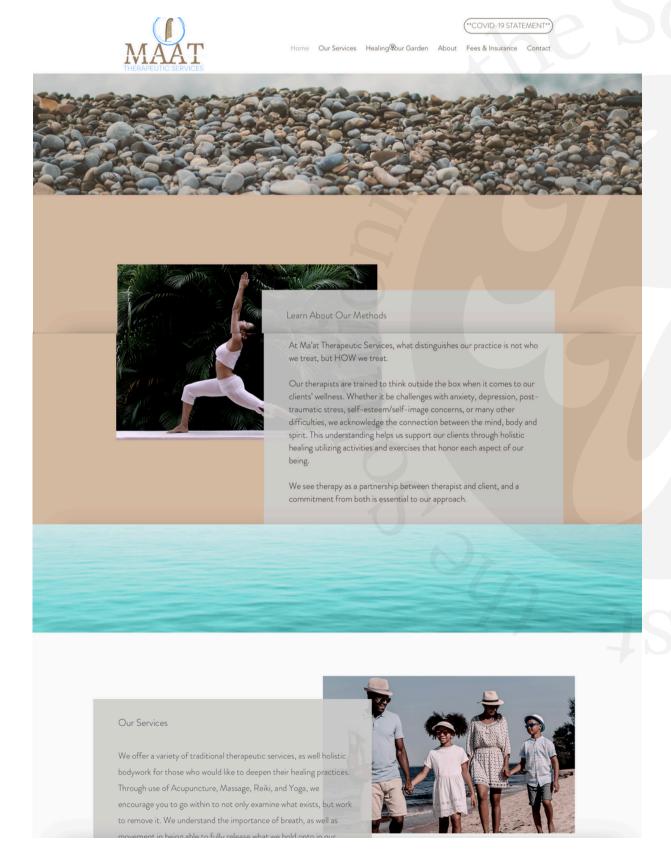
Maat Therapeutic Services

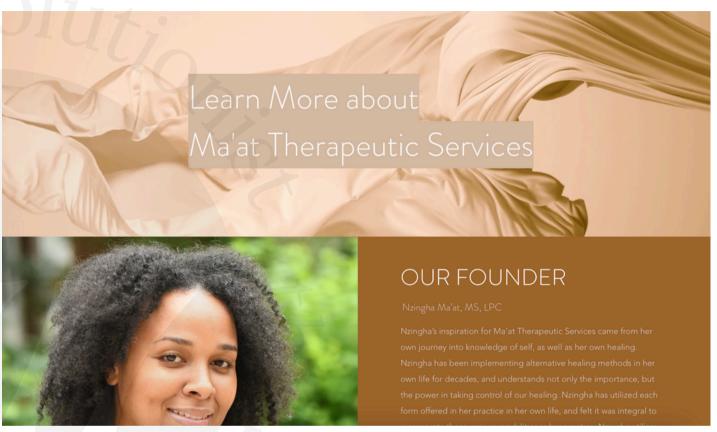
Problem: Client needed to provide digital presence in order to attract new clients and create a clear and concise experience for existing to understanding what they were getting through their offering.

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





₩ Our Team 4—

Nicholle Charles-Pierre, MS, LPC



Nicholle Charles-Pierre joined Ma'at Therapeutic Services in 2020, though she and the owner, Nzingha Ma'at, have worked alongside one another for almost two decades. Nicholle received her Master's in Counseling in 2004 from North Carolina A&T State University, and has been working in the mental health field since then. Over the span of her career she has worked in a variety of settings assisting children, adolescents, adults, and families. Nicholle loves to take an integrative approach that focuses on the mind, body, and spiritual connection. Her sessions are person-centered and treatment is goal-oriented. Nicholle will assist in building and harnessing your strengths so that you can be the best version of yourself.

Amber Davis, MS

Amber is a graduate of Jefferson University's Masters in Community and

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)



WEBSITE DESIGN LANDING PAGE

Imani the Solutionist



Experience Services Contact in

theSolutionist

Culture & Branding Solutions with Marketing to Match



Services Contact in

Making Brands Great And Making Culture Better

In today's career and business world, how we build and organize our companies, brand our identities and market ourselves matters more than ever before. Why?

- Technology: Al has presented new opportunities, challenges and fears
- Leadership: Professional talent desires to follow trustworthy, visionary leadership and be a part of a place where they can feel valued.
- Customers: People value the integrity and ethos of the companies that their
- · Career Professionals: As the market changes rapidly, competition amongst top talent increases.

That's why I have passionately built my career on understanding organizations, the **people** that those organizations serve, and the leaders and employees that serve in them. Through strategic



"Forbes reports that in 2024, companies should be more employee focused to maintain retention."





The Bottomline is... Impact Matters

But how does it really matter if no one knows your impact? In today's business and job market, having the ability to convey the power of your societal or professional impact makes the difference.

That's why I'm here

My name is Imani Wilkins and I use my Marketing Branding, Organizational and Community Development expertise, to help leaders and professionals tell the story of their impact.

I position others to win the right clients, customers, talent and professional opportunities.



"Having a diverse eareer path and staying aware of market trends gives me a keen understanding of what people are looking for NOW."

Diverse Experience for Diverse Problems



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









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.

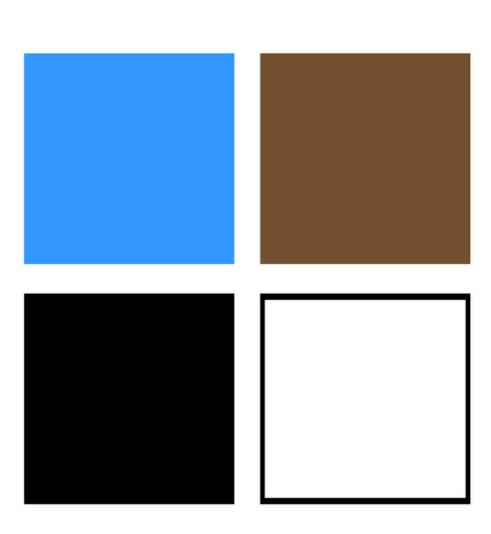


Maat Therapeutic Services









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.



Simple Delights Events & Catering







Cierra Cloning Va

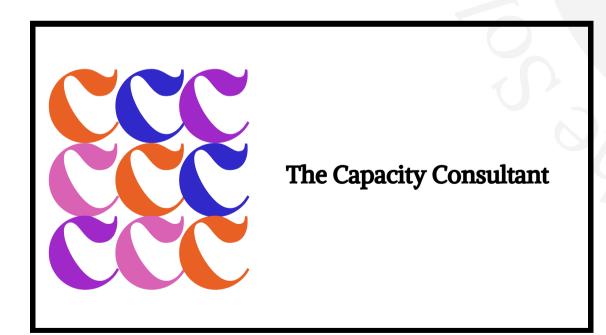
Problem: Client needed a logo to match her rebranded identity.

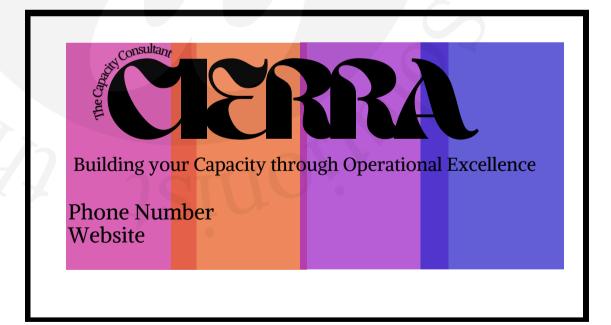
Solution: Consulted with client to understand their brand, their audience and their needs. Conducted a competitive analysis to understand how we could differentiate the brand. Decided on brand colors. Sourced font that matched brand aesthetic. Created a potential mockup for client logo concept.

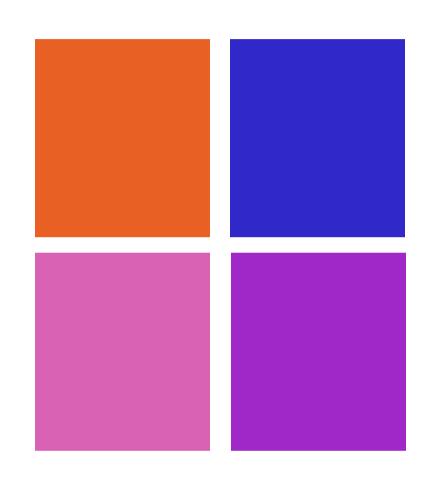


Cierra Cloning Va









MHO MOUDDAT HIRBAPROBLEM SOLVER?

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