Imani Wilkins, M.S.

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Professional Experience

COOP BRAND CO: April 2022 - June 2024
Brand Strategist

- **Project Management**: Built brand strategy in an Agile environment to ensure execution of deliverables on an iterative basis.
- **C-Suite Support:** Reported to C.I.O with customized brand strategy and strategic insights to inform brand development and ensure individual client success.
- **Strategy Development & Execution:** Developed digital design strategy to increase clients brand awareness and visibility. Successfully presented strategy to client maintaining **6 figure deal** for business.
- **Leadership:** Spearheaded internal cultural team of 6. Resulting in increased employee morale and engagement. Maximizing internal sustainability, productivity and community building.
- **Cross Functional Team Leadership:** Structured and organized company retreat in partnership with 3 teammates resulting in an organized 3 day cruise for 16 people, branded company merch and team building focused activities.
- **Quantitative Research**: Leads market research, data and competitive analysis to discover similarities, inform brand ideation and align with KPIs and clarify client's UVP.
- **Stakeholder Management:** Develops and presents digital design strategies. Resulting in 6 figure acquisitions and increased brand visibility and awareness for client's.

WBEC EAST: September 2020 - March 2022
Marketing and Branding Consultant

- **Project Management:** Facilitated weekly check in meetings with individual CEO's to maintain website, business, and social media project timelines and client objectives
- **Content Strategy & Portfolio Management**: Led content strategy for the development of brand and marketing strategy for over 10 small and medium sized company clients.
- **Social Media Marketing Strategy**: Led omni channel strategic marketing plans for social media campaign development. Provided strategy for organizational restructuring and consulted on competitive product design and service development.
- **Business Analysis**: Offered insights to business leaders to evaluate the efficiency of their organizational structure, culture and digital impact, Provided data driven solutions
- **Website, Product & Service Design:** Developed and managed clients websites according to strategic brand direction. Site mapped, wireframed, designed, wrote copy for sites and managed analytics leading to increased digital visibility and customer acquisition.
- **Stakeholder Management:** Scheduled weekly advising sessions with Business leaders to gain insight on the impact of the strategic process and mitigate any potential frustrations.

HIBU: February 2018 - August 2019
Digital Marketing Consultant

- **Customer Success:** Maintained a *client retention rate of 97%* at digital marketing agency through positive relationship building, leading to $300,000+ in recognized revenue. Acquired upsell opportunities and mitigated client conflicts preventing revenue loss.
- **Campaign Development:** Developed strategy for Facebook ads and Google ads leading to client retention & seamless impact on digital marketing campaigns
- **Digital Optimization:** Optimized performance of websites, display advertisements, PPC campaigns, and social media initiatives. Resulting to increased target audience reach for individual clients.
- **Opportunity Identification:** Optimized performance of client digital products, identified prospect, partnership and revenue opportunity, leading to upsells and increased customer acquisition
- **Account Management:** Managed *300* client accounts through Salesforce over a year span.

Education
- Temple University, Pennsylvania - **M.S**. of Globalization, Development Communications, Specialization: Community and Organizational Development, Culture and Leadership
- Pennsylvania State University, Pennsylvania - **B.A**. of Communications & Organizational Leadership

Skills
Agile Methodologies | Qualitative & Quantitative Research | Stakeholder Management | C-Suite Support | Community Engagement | Microsoft Office Suite | Google Suite | Airtable | LinkedIn | Canva | Tiktok | Instagram | Basecamp | Monday | Asana | Salesforce | Slack | Group Me | Figma | Wix