

Imani Wilkins, M.S.

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Professional Experience

COOP BRAND CO: April 2022 - June 2024

Brand Strategist

- **Strategy Development & Execution:** Crafted and executed data-driven content and brand strategies in an Agile environment to elevate clients' brand awareness, demand generation, and lead generation within the Real Estate Development, Life Sciences and Education space.
- **C-Suite Support:** Provided CIO with tailored brand strategies and strategic insights, driving brand development, resulting in six-figure acquisitions and ensuring client project success.
- **Stakeholder Management:** Managed strategists to aid in development of client brand materials. Presented compelling brand and digital content strategies, resulting in six-figure acquisitions and increased brand visibility and awareness for clients in the Real Estate, Life Sciences and Health industry.
- **Cross Functional Team Leadership:** Organized and led a company retreat in collaboration with three teammates, resulting in a well-structured three-day cruise for 16 people, branded company merchandise, and team-building activities.
- **Analytical & Quantitative Research:** Conducted comprehensive market research, data and competitive analysis to identify trends, inform content ideation, align with KPIs, and clarify clients' unique value propositions.
- **SEO and Content Optimization:** Strong understanding of SEO principles and content optimization techniques, applied data-driven keyword strategy to drive business results, such as increasing organic traffic and improving key performance metrics.
- **Copy Writing & Pagation:** Demonstrated exceptional writing skills for advertisements and campaigns having a significant impact on digital business outcomes, including increased organic traffic.
- **Project & Resource Management:** Led a team of strategists and conducted creative briefs to ensure the delivery of high-impact content, successfully presenting strategies to clients and securing six-figure deals. Developed and executed iterative content strategies, ensuring alignment with business objectives.

WBEC EAST: September 2020 - March 2022

Marketing and Branding Consultant

- **Project & Stakeholder Management:** Managed website design projects from ideation to execution and delivery. Organized and led weekly status meetings with C-suite to review project timeline, brand deliverables and align on project assets that were needed.
- **Content Strategy & Portfolio Management:** Led content development strategy of brand and marketing campaigns for multiple individual projects.
- **Budgeting:** Established and followed a clear budget for distribution of weekly strategy services with individual clients. Managed invoices and receipts development and distribution
- **Resource Management:** Scheduled weekly advising sessions with Business leaders to gain insight on the impact of the strategic process and mitigate any potential frustrations.

- **Campaign Development & Management:** Led multi 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:** Conducted analysis on business status and provided data informed strategic direction to inform business solutions to small For profit and Nonprofit entities.
- **Website, Product & Service Design:** Developed site maps, wire frames and information & content architecture for website design. Conducted market, competitor and trend research to strategically develop product and service suite for clients. Managed analytics to inform strategic decision making, increase digital visibility and customer acquisition for clients.

US Healthcare Services, Personal Care Assistant: February 2020-February 2021

A Mazin Print & Design, Administrative Assistant: June 2020-December 2020

Education Plus Health, Site Coordinator: August 2019- December 2019

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.
- **Marketing Strategy:** Developed and implemented multi channel marketing strategy to increase client demand and lead generation and improve clients sales funnel.
- **Campaign Development:** Developed campaign strategy to enhance impact of Facebook ads & Google ads. Maintained client retention for the company and increased customer acquisition efforts
- **Digital Optimization:** Optimized performance of client digital products including websites, display advertisements, PPC campaigns, and social media initiatives. Resulting to increased target audience reach for individual clients.
- **Sales Collaboration:** Partnered with the sales team to address client needs. Identified prospect, partnership and revenue opportunity, leading to upsells and increased customer acquisition.
- **Account Management:** Managed the relationship of *300* client accounts through Salesforce supporting sales team efforts and mitigating any arising client concerns

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 | Resource Management | C-Suite Support | Copywriting | Microsoft Office Suite | Google Suite | Airtable | LinkedIn | Threads | Tiktok | Instagram | Facebook | Youtube | Salesforce | Basecamp | Jira | Monday | Asana | Salesforce | Slack | Group Me | Figma | Wix | Canva | Adobe