

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.

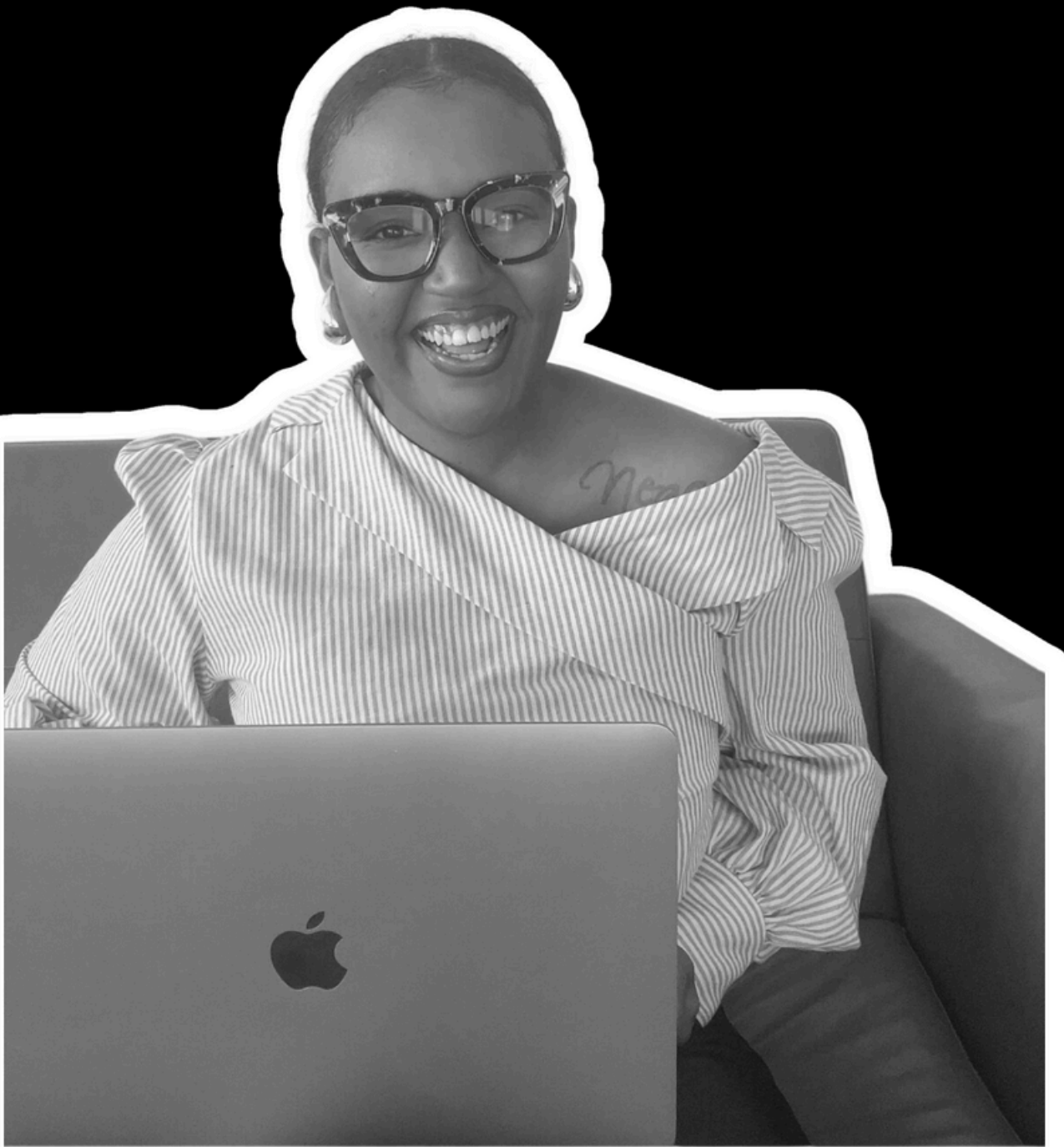
My name is Imani Wilkins. I am a leading expert in the areas of Marketing, Branding, Organizational and Community Development.

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| 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

MARKETING & BRAND STRATEGY

MARKETING: EMAIL CAMPAIGNS

Feil Corp

Objective: Real Estate Developer needed to reengage audiences to boost brand awareness and maintain reputation.

Solution: Built a strategic brand repositioning to rebrand the company, including its text mark, website, company images, marketing materials, brand voice and slogan to convey longevity and future focus using the phrase "Our Future Legacy". Built an email campaign around this idea and distributed to client's contacts.



Impact: Measured impact through Mail chimp. Received a 57% click through rate reengaging stakeholders including key broker audience.

BRANDING STRATEGY

Greystar: Jessup House

Objective: New residential development in Philadelphia. Needed to differentiate itself with clear brand identity, context and build brand awareness.

Solution: As a Brand Strategist, I developed the brand identity to communicate a sophisticated grittiness to fit location context. Sourced locations and each model for stylized photoshoot. Distributed agreements to models and vendors.



Impact: These brand materials were used to create a elevated website user experience to attract quality tenants helping them to sustain a 4.7 Google rating.

BRAND IDENTITY DEVELOPMENT: MIZZ JASZ

Mizz Jasz

Objective: Client needed to reposition her brand to serve the existing and new communities. built a strong community and audience but did not have clarity on how to market themselves and what to offer.

Solution: Assessed previous offerings, audience responsiveness & conducted a competitiveness analysis. Used that data to form a new brand identity and strategic offerings that were in alignment with previous offerings but provided more clarity and continuity.



Impact: These brand materials were used to create a elevated website user experience to attract quality tenants helping them to sustain a 4.7 Google rating.

BRAND ACTIVATION STRATEGY

Hines PG &E

Objective: Mixed used developments in San Francisco to pose an impact on the skyline. Needed a brand activation strategy that considered community & government stakeholders

Solution: Conducted a stakeholder, competitor and market analysis to understand context. Developed brand identity that leveraged the developments ESG focus. Proposed brand activation that leveraged ESG priority and would engage audiences in experience through quarterly activations.

Impact: Development project was discontinued before implementation could be realized.

Hines



INTERNAL MARKETING STRATEGY & IMPLEMENTATION

Black Girl Social Club (Chicago Chapter)

Objective: Rebuild member engagement in the Chicago chapter of this International, social club.

Solution: Created a strategic marketing plan that was informed by data collection (surveys & meetings) Focused on aspects of social development pillars that members expressed were desired or that were researched and identified.

THE BLACK GIRL
SOCIAL CLUB

Impact: Boosted & sustained member engagement from 10% to 81% in one quarter.
Boosted event attendance from 0 to 5 attendees per month to 15 to 20 attendees per month.

CAREER BRANDING STRATEGY



Career Professional

Objective: 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 and assessed client's existing career display and created a brand identity that informed design.



Strategic Communications Leader

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

14 years of Strategic Communications,
Project Management & Media

Impact: 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 impact.

CAREER BRANDING STRATEGY & CONTENT DEVELOPMENT

Business cards



LinkedIn Banner



MARKETING STRATEGY

Bolivia Foundation of Social Development

Objective: Organization had a group of business owners that were struggling to understand how to market and attract tourists and patrons.

Solution: Created a presentation to share strategic marketing tips and insights in virtual workshop form with attendees.



WHAT IS THE GOAL?

TO LET CUSTOMERS KNOW YOU ARE
HERE AND YOU HAVE VALUE TO BRING.

What do your potential customers value?



IT'S NICE TO MEET YOU!



Name: Imani Wilkins

Location: Philadelphia,
Pennsylvania, U.S

Job: Marketing & Branding
Consultant for Cultured
Consulting Co

Fun Fact: I love learning about
different cultures!



Impact: Presented marketing insights to workshop attendees to help with their marketing campaigns and approach.

THANK YOU

Want to learn more about Imani?

visit www.imanithesolutionist.com to connect

