

Culturalist
Strategist
Creative
Advocate
Ideator
Consultant
Speaker
Solutionist



IMANIS 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 Development



CAREER TIMELINE & SKILLS

CAREER TIMELINE

Marketing, Branding, Organizational
& Community Expertise

2016

Community Support
Specialist

2017

**Community Support
Specialist/**
Part time
Grad Student / **Strategic
Consultant** for Listening Post
Collective

*Responsible for direct community
engagement to gather research
and data*

2018

Digital Services
Consultant/ Part time
Grad Student

2019

Site Coordinator
*Responsible for the sourcing
and management of
qualified volunteers for
Educational Program*

2020

Youth Personal Care
Assistant
Marketing & Brand
Consultant/
Administrative Assistant

2021

Marketing & Brand
Consultant/
Administrative Assistant

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

2022

Marketing & Brand
Consultant/Brand
Strategist

2023

Brand Strategist/VP of
International Chapter Based
Professional Social Group

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

2024

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 | 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

SOCIAL MEDIA STRATEGY & CONTENT DEVELOPMENT

SOCIAL MEDIA STRATEGY

Content Strategy

Problem: B2B Apparel Printing Company was looking to leverage social media to capture new leads and find innovative ways to keep .

Solution: As a marketing consultant, I created a strategic marketing plan and studied target audience needs. Leveraged the understanding of audience desire to connect with company leader as a marketing tool to boost engagement and lead generation.



Impact: Boosted followers from 1,000 to 3,219 in 3 months. Landed 2, 5 figure annual contracts within 6 months. Leveraged increased brand awareness for upsells

SOCIAL MEDIA & BRAND ACTIVATION STRATEGY

Content Strategy

Problem: B2C product based start up was looking to gain more sales through marketing and events.

Solution: As a Marketing Consultant, I built a strategic plan to position brand as a valuable partnership for local beauty, health & wellness and a premier option for health and wellness goods for customers.



TEAS And STEAMS™



Teas and Steams

1 review • 0 photos

★★★★★ Oct 5, 2021

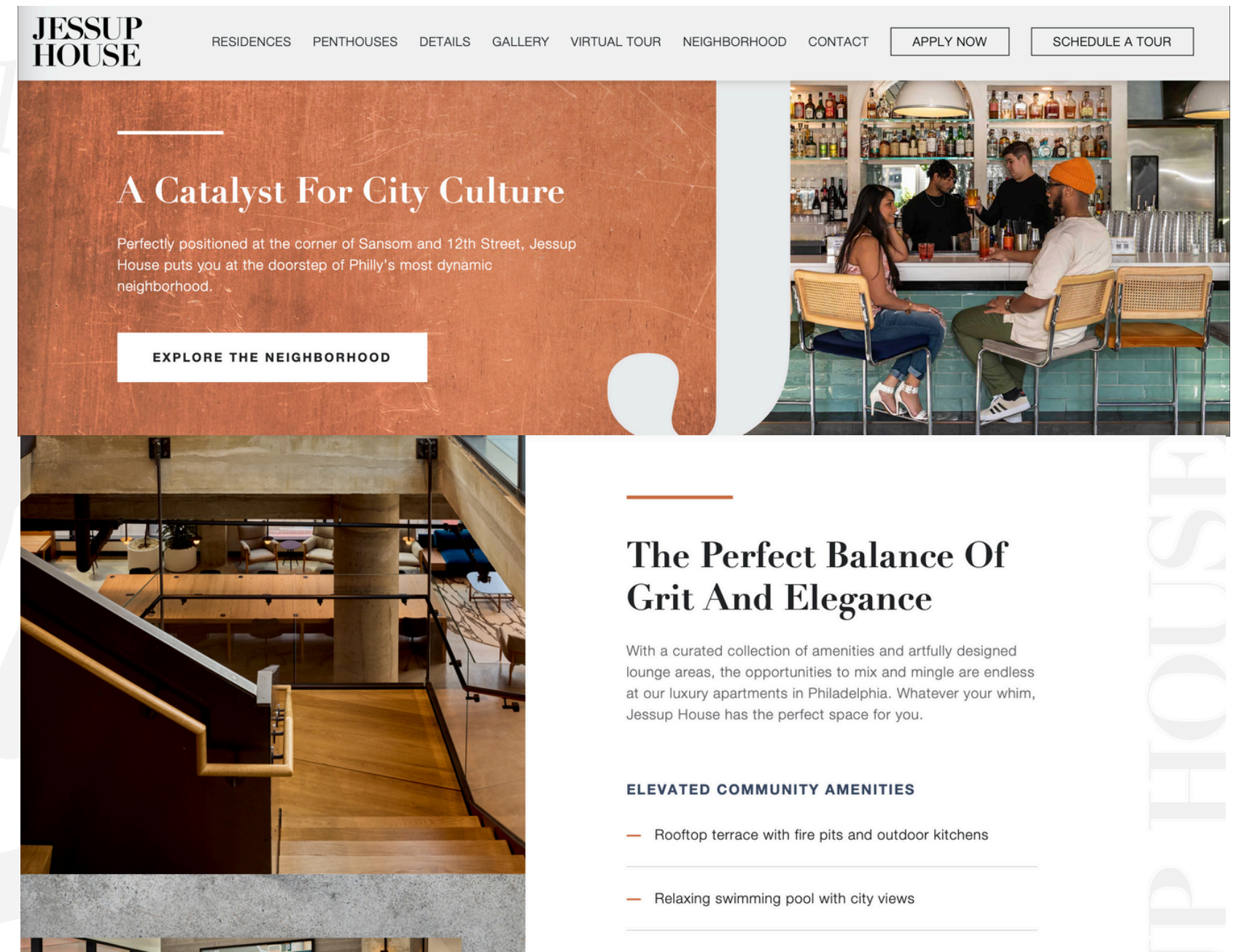
I absolutely LOVE Imani!! She has worked with me prior to me "officially" starting my business and has literally been there with me every step of the way. She provides valuable information and stays current on all things marketing and business to make sure you obtain success and see results. I would recommend her to anyone who is looking to start a business, grow a business or need any type of professional marketing critiques. She is a gem and her value exceeds expectations!

Impact: Boosted vendor engagement invitations from 1 every 2 to 3 months to 1 per month
This boost impacted sales (which were more prevalent at events) & increased follower count creating opportunity for repeat sales

CONTENT STRATEGY FOR WEBSITE & BROCHURE

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

Solution: As a Brand Strategist, I sourced the best locations for photography that would best fit the proposed brand positioning. The content collected would be used for multiple brand assets including website, brochure, and social media.



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.


CONTENT STRATEGY FOR WEBSITE & BROCHURE

JESSUP HOUSE RESIDENCES PENTHOUSES DETAILS GALLERY VIRTUAL TOUR NEIGHBORHOOD CONTACT [APPLY NOW](#) [SCHEDULE A TOUR](#)

A Catalyst For City Culture

Perfectly positioned at the corner of Sansom and 12th Street, Jessup House puts you at the doorstep of Philly's most dynamic neighborhood.

[EXPLORE THE NEIGHBORHOOD](#)




The Perfect Balance Of



JESSUP HOUSE RESIDENCES PENTHOUSES DETAILS GALLERY VIRTUAL TOUR NEIGHBORHOOD CONTACT [APPLY NOW](#) [SCHEDULE A TOUR](#)

Stunning. Sophisticated. Stylish.



JESSUP HOUSE

Stellar Amenities at Your Fingertips

With a curated collection of amenities and artfully designed lounge areas, the opportunities to mix and mingle are endless. Whatever your whim, Jessup House has the perfect space for you.

Stunning. Sophisticated. Stylish.

Our elevated studio, 1, 2, and 3 bedroom apartments and penthouse residences feature an array of modern details, creating an upscale living experience that's tailored to your taste.

- Chef-inspired kitchens with high-end GE appliances
- Kitchen islands for additional counterspace and flexibility*
- Floor-to-ceiling windows with sweeping city views
- Quiet, soft-close cabinetry
- Spacious private balconies and terraces*
- Stackable Bosch washers and dryers
- Spa-inspired bathrooms with frameless glass showers*

- Rooftop terrace with 360-degree city views, fire pits, and outdoor kitchens
- Signature rooftop club room with a private lounge
- Relaxing swimming pool with built-in bench seating and city views
- Expansive, fully equipped fitness center
- Work from a variety of open concept and private onsite coworking spaces
- Pet spa with bathing and grooming stations
- Game room with billiards and golf simulator
- Controlled access, with 24-hour concierge service

*In select residences







Celebrating the City

Perfectly positioned at the corner of Sansom and 12th Street, Jessup House puts you at the doorstep of Philly's most dynamic neighborhood. This sophisticated 20-story building in the heart of Midtown Village offers a premier collection of elevated apartments and stylish social spaces, serving as the perfect backdrop for your urban lifestyle.

A community thoughtfully designed for those who thrive on positive energy and urban character, discover Center City Philly's most coveted address.

Stunning rooftop views of the city, comfortable coworking spaces, and eye-catching finishes deliver the height of aesthetics and functionality.

A Catalyst for City Culture

With the best of Midtown Village at your doorstep, Jessup House serves as your launch pad to all the exciting entertainment, shopping, and dining experiences Philadelphia has to offer. And with an unbeatable Walk-Score of 99, a few local favorites are just minutes away:

- El Vez
- Milkboy
- Washington Square Park
- Dilworth Park
- Kimmel Cultural Campus
- Regional Rail, subway and bus stops






LiveJessupHouse.com
215.239.6025
jessuphouse@greystar.com

1134 Sansom Street
Philadelphia, PA 19107

GREYSTAR

CONTENT STRATEGY AND DEVELOPMENT

Problem: Client has rebranding and is just getting started with marketing. I identified which platforms would best reach their primary audiences and designed content that best fit those digital spaces. The goal of the content was to maintain brand consistency and focus building connection by introducing the client, the problem that they are addressing and the solution that they offer.

Solution: Designed content for client. Starting with just 15 templates. Will expand from there.

Impact: Brand is just getting started with marketing. Will monitor content impact to gain metric data and modify as necessary



CONTENT STRATEGY AND DEVELOPMENT

Who is
Welsh Global Energy?

@welshglobalenergy

We are at the
intersection of Energy
Sufficiency, EV
Accessibility and
Awareness.

@welshglobalenergy

Mission of
Welsh Global Energy

@welshglobalenergy

To provide energy
solutions for homes,
communities, and
companies.

@welshglobalenergy

Vision of
Welsh Global Energy

@welshglobalenergy

To make energy more
accessible & equitable
in communities
across America

@welshglobalenergy

What's happening in the Energy Industry?

Here are **3** Ways
That
Better Energy
Can Benefit You

@welshglobalenergy

What's happening in the Energy Industry?

Here are **3**
Energy Benefits
for Your Home

@welshglobalenergy

WHO WOULDN'T HIRE A PROBLEM SOLVER?

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

