

# KIMIKO WILLIAMS, CDMP | ACIM

## Digital Marketer

(876) 580-1869

[www.linkedin.com/in/kimiko-williams](https://www.linkedin.com/in/kimiko-williams)

[kimikowilliams81@gmail.com](mailto:kimikowilliams81@gmail.com)

Remote, Jamaica



## SUMMARY

Strategic, data-driven digital marketer with 5+ years of experience and a proven track record of driving full-scale marketing campaigns that build brand awareness and audience engagement. Skilled at developing compelling brand narratives and leveraging growth strategies, achieving 300%+ increase in organic blog traffic and ~ 1 million social impressions. Efficient self-starter with a talent for collaborating cross-functionally to execute multiple projects in alignment with strategic outcomes. Equipped with the operational expertise to optimize workflows while managing multiple stakeholder interests to deliver measurable results in fast-paced environments.

## EXPERIENCE

### Content Manager

#### Jamaicans.com

07/2023 - 10/2023 Remote, Jamaica

Jamaicans.com is a cross-platform digital media brand, connecting the diaspora to Jamaica through education, lifestyle and culture. Spearheading the content program, the role focused on optimizing content performance to boost social engagement while collaborating cross-functionally to execute marketing campaigns.

- Managed weekly social calendar, utilizing analytics tools to implement optimization insights, resulting in 4% social engagement.
- Analyzed performance data and compiled 1x weekly comparative report, presenting insights and recommendations to leadership for strategic decision-making.

### Digital and Marketing Manager

#### Jamaica Technology and Digital Alliance

06/2021 - 12/2022 Remote, Jamaica

The Alliance is a non-profit that promotes knowledge sharing in the technology industry. It advocates for the effective use of IT for the benefit of society. Overseeing the brand's marketing strategy, the role aimed to cultivate interest and awareness while positioning the brand as a thought leader.

- Strategically crafted and secured premium placements for 70+ thought leadership articles, expanding the brand's reach to an average weekly audience of ~395k print readers and 3.9k digital subscribers.
- Successfully funnelled 100+ marketing-qualified leads for virtual meetup events, through organic and paid media.
- Surpassed 300% organic growth in inbound blog traffic and boosted views by 150%+ on Marketplace platform through data-driven content strategies, across organic social media and email campaigns.
- Spearheaded marketing campaign for the Alliance's annual industry conference, resulting in social impressions of approximately 1 million, 10k website traffic and achieved an average email open rate of 19% with an average click rate of 2%.
- Co-led 1x weekly cross-functional meetings to present status updates and recommendations, facilitating strategic decision-making with stakeholders in support of key business objectives.

## SKILLS

### Marketing Strategy & Execution

Multi-Channel Campaigns

Brand Development

Competitive Research

Budget Management

Project Management

Stakeholder Management

### Growth Marketing

Conversion Rate Optimization

Search Engine Optimization (SEO)

Pay-Per-Click (PPC)

Content Marketing

Social Media Marketing

Email Marketing

Marketing Automation

Website Optimization

Content Creation

Audience Targeting

Data Analysis

## SKILLS

### MarTech

WordPress

Elementor

Mailchimp

Active Campaign

Google Analytics 4

Meta Ads Manager

Canva

LinkedIn Sales Navigator

Asana and Trello

Hopin

StreamYard

Google AdWords

Loomly

Metricool

Hootsuite

Iconosquare

Slack

AI Chatbots

Google Suite

Zoom

Microsoft Suite

### Interpersonal Skills

Communication

Presentation Skills

Team Leadership

Team Development

Problem-solving

Emotional Intelligence

Active Listening

Negotiation

Time Management

Collaboration

Relationship-building

Empathy

Decision Making

Adaptability

Analytical Thinking

Team Work

Initiative

Creative Thinking

Innovation

Strategic Thinking

Stress Management

Delegation

Flexibility

## EDUCATION

Bachelor of Business Administration - Accounting & Marketing (Hons)

University of Technology, Jamaica

📅 08/2016 - 05/2020 📍 Kingston, Jamaica

## CERTIFICATIONS

Conversion Optimization (Multiple Courses)

CXL Institute - April 2023

Planning and Optimising Marketing Campaigns (Member Exclusive)

Chartered Institute of Marketing (CIM) - April 2024

Certified Digital Marketing Professional (CDMP)

Digital Marketing Institute - August 2022

Sales Operations Science

LSU Online & Continuing Education - Commencing June 2024

## ASSOCIATIONS

 Associate Member

Chartered Institute of Marketing, UK (CIM)

📅 11/2023 - Present

## PASSION PROJECT

Founder & Director - Digital Talent Exchange Initiative

The Digital Talent Exchange Initiative (Project D.E.X.) is a virtual program that provides Caribbean-based digital talent with access to global professional development opportunities, through strategic partnerships.

## MEDIA FEATURE

Kimiko Williams - Digital Belle

Jamaica Observer

🔗 <https://www.jamaicaobserver.com/2022/08/23/kimiko-williams-digital-belle/>

Digital Life highlighted thought-leader stories in the technology industry.