

Kimiko Williams, CDMP

Head of Brand

Jamaica | [LinkedIn](#) | [Portfolio](#)

Brand and digital marketing leader with 5+ years across e-commerce, media, SaaS, and non-profit organizations, covering positioning, campaigns, content, social, and creator programs. Also founder and creative director of a direct-to-consumer streetwear brand.

EXPERIENCE

Founder/CEO & Creative Director Blade Infiniti Live For Your Legacy Lead brand and growth strategy for a direct-to-consumer streetwear brand, covering product launches, e-commerce, email, social, and creator marketing. Direct creator campaigns through Billo and planned gifting activations that placed 135 hoodies during Oscars Week and 10 travel bags in New Media Film Festival gift bags. Secured \$10K in non-dilutive funding from Skip after selection from 10K applicants.	Oct 2025 — Present <i>Remote</i>
Founder and Digital Marketing Consultant/Strategist Infiniti Digital Advise founders and early-stage clients on brand positioning, audience strategy, integrated digital programs, KPIs, and budgets. Reworked a client social strategy that increased content views by 991% and month-over-month engagement by 997%. Launched a trade show email acquisition journey that reached a 55% open rate and 4% click-through rate.	Sep 2023 — Present <i>Jamaica</i>
Digital Marketing Lead Salus Technology Services Reported to the Chief Operating Officer and managed two cross-functional direct reports. Increased social media engagement by 11.2% and reached a 31.5% email open rate and 2% click-through rate through segmentation, marketing automation, and persona-based targeting.	Sep 2023 — Dec 2023 <i>Jamaica</i>
Content Manager Jamaicansdotcom Directed editorial and social media operations for a Caribbean media brand with 400K+ monthly users and 600K social followers, while supervising a social media executive. Increased post engagement by 2x within three months and led a seven-creator campaign generating 15K organic engagements.	Jul 2023 — Oct 2023 <i>Jamaica</i>
Professional development Career Break Career break to pursue professional development.	Jan 2023 — Jul 2023 <i>Jamaica</i>
Digital Marketing Manager Journalist Media Partnership Manager Jamaica Technology and Digital Alliance Promoted from Marketing Executive in July 2022. Reported to the President and led integrated brand, digital, content, email, event, and partner marketing for a non-profit serving about 1K members. Conceptualized the Go Digital campaign and Marketplace Meetup series that generated 100+ marketing-qualified leads, and designed a Hopin and Mailchimp workflow that improved operational efficiency by 95%.	Jun 2021 — Dec 2022 <i>Kingston, Jamaica</i>
Copywriter/Ghostwriter and Social Media Manager Influenced By Copy Influenced By Copy is a copywriting agency created to help businesses share their value. IBC focuses on helping brands to connect with their audience with a humanized approach, specializing in website copywriting, social media, articles & blogs, and email campaigns. ☐ Clients - Former high profile executive at Zoom and National Black Movie Association (NBMA). ☐ Achieved 200K monthly social impressions. ☐ Researched, wrote and scheduled 30+ social media copy per month.	Apr 2021 — Aug 2021 <i>Rockville, Maryland, United States</i>
Director of Fundraising and Marketing, Accounting Seminar 2019/20 University of Technology, Jamaica ☐ Co-headed the planning, coordination and execution of fundraising events: ✓ Sunset Socathon (Walkathon) ✓ Tempted Ecstasy (Party) ✓ Object Bingo (Raffle) ☐ Crafted proposals for fundraising events. ☐ Prepared zero - based budgets for fundraising events. ☐ Liaised and maintained relationships with event vendors. ☐ Made pitches and presented event planning updates to the cohort. ☐ Managed a twelve - person team by delegating tasks using task management application Trello and Google Drive for document organization.	Sep 2019 — May 2020 <i>Kingston, Jamaica</i>

Project Management Intern (Team Lead)

Jun 2019 — Aug 2019

ICD Group Limited

Kingston, Jamaica

- Optimized marketing funnel by automating workflows, reducing manual time spent by an estimated 90%.
- Streamlined onboarding of over 60 users by integrating Clickfunnels and Active Campaign CRM.
- Leveraged Clickfunnels to own digital product experience by managing content for an exclusive membership community.
- Managed private Facebook group by distributing content and facilitating engagement.
- Researched lead generation, lead capture and lead nurturing best practices.
- Assisted with creating a marketing and communication plan for a company - wide employee engagement survey (ACE) survey.

Innovation Intern (Team Lead)

Jun 2018 — Aug 2018

National Commercial Bank Jamaica Limited (NCB)

Kingston, Jamaica

- Devised and proposed a strategic digital solution to improve efficiency, customer experience and reduce pain points, utilizing agile methodologies including customer journey mapping and sprint reviews.
- Pitched digital solution to key stakeholders.
- Spearheaded a team of four persons in the development of the digital solution.
- Awarded: Team Research Guru

Assurance Intern

Jan 2018 — Apr 2018

PricewaterhouseCoopers

Kingston, Jamaica

- Reconciled client bank statements to general ledger.
- Reconciled fixed assets.
- Calculated and analyzed financial ratios.
- Conducted audit fieldwork for revenue and expenses.

EDUCATION

University of Technology, Jamaica

Jan 2016 — Jan 2020

Bachelor of Business Administration in Accounting Major and Marketing Minor (Hons.)

Activities and societies: Future Marketers Association - Assistant Director of Finance (2017 - 2018)

Data Analysis, Project Management and +2 skills

PROJECTS

I AM ABLE Digital Learning Program

I AM ABLE Digital Learning Program empowers adults with learning disorders/disabilities through personalized AI-powered learning tracks that provide accessible training and adaptive resources to support entrepreneurship pathways and career advancement. The initial rollout will target the Caribbean, Latin America and the United States.

In alignment with the United Nations Sustainable Development Goal #4, the program aims to "ensure inclusive, equitable quality education and promote lifelong learning opportunities for all."

Accounting Seminar Fundraising Activities

Go Digital Campaign

Background: During my tenure as Digital and Marketing Manager at the Jamaica Technology and Digital Alliance, I conceptualized and led the execution of the "Go Digital Campaign". As one of the strategic initiatives of the organization, the campaign was aimed increasing awareness and acquiring leads for the newly launched "Go Digital Marketplace", a B2B marketplace that provides small businesses with access to vetted technology solution providers.

Approach: Key to the campaign, was coordinating a virtual "Marketplace Meetup" event series which gave small businesses real time access to tech vendors who provide digital transformation services such as website development, CRM software solutions, digital payment systems, data analytics, and digital marketing services.

The Result: The event series generated 100+ marketing-qualified leads for Marketplace Meetup events through organic channels, paid media and partner collaborations within a USD\$200 budget. Platform sign ups also increased by 290%. Additionally, I organically increased blog traffic and views by 300% and 150%, respectively, on the marketplace platform through weekly email marketing and social media campaigns within 11 months.

CERTIFICATIONS

Blade Infiniti: Best Sustainable Unisex Streetwear Brand in the United States of 2026, BestofBestReview.com
Jul 2026

Skip Year-End 2025 Award Winner, Skip Feb 2026

Advanced Workflow Badge, monday.com Mar 2025

CRM Expert Level Product Training for Sales, monday.com Mar 2025

Inbound Sales Badge, monday.com Mar 2025

Monday.com Work Management Badge , monday.com	Mar 2025
Official Product Training For Sales , monday.com	Mar 2025
Planning and Optimising Marketing Campaigns (For Members) , CIM The Chartered Institute of Marketing	Apr 2024
Applied neuromarketing , CXL	Apr 2023
CRO agency masterclass , CXL	Apr 2023
Copywriting and product messaging , CXL	Apr 2023
Digital Psychology & Behavioral Design Training , CXL	Apr 2023
Heuristic analysis frameworks for conversion optimization audits , CXL	Apr 2023
Landing page optimization , CXL	Apr 2023
User research , CXL	Apr 2023
Voice of customer data , CXL	Apr 2023
Certified Digital Marketing Professional , Digital Marketing Institute	Aug 2022
Certified Digital Marketing Professional , Digital Marketing Institute	Aug 2022
Cherie Corrie Award For Outstanding Performance in Accounting 2019/20 , University Of Technology, Jamaica	Apr 2021
Fundamentals of Digital Marketing , Google Digital Garage	May 2020
60th Anniversary Scholarship Recipient , University of Technology, Jamaica	Jan 2020
Team Research Guru , Group Marketing and Digital Business Unit, National Commercial Bank	Jul 2018
College of Business and Management (COBAM) Honour Society , University of Technology, Jamaica	
Kimiko Williams and The Rise of Blade Infiniti ,	
10 Best E-commerce Software To Scale Your Brand in 2026 ,	
Kimiko Williams Defines Sustainable Streetwear ,	
Digital Belle - Kimiko Williams ,	

SKILLS

AI · SAP · Perplexity.ai · Anthropic Claude · Google Gemini · ChatGPT · Key Performance Indicators · Social Media · Data Analytics · Campaigns · Communication · Marketing Campaigns · Networking · Graphic Design · Prompt Engineering · AI Prompting · Artificial Intelligence (AI) · Marketing strategy · B2B Marketing Strategy · Assurance Services · Activations · Demand Generation · Market Research · Optimization Techniques · Strategy · Market Analysis · Creative Strategy · Creative Direction · Servant Leadership · Cross-Channel Marketing · Competitive Strategies · Conversion Optimization · Branding · Analytics · Go-to-Market Strategy · Campaign Strategies · Marketing Campaign Management · Email Marketing Software · Email Strategy · Strategic Partnerships · Partner Relationship Management · Event Management · Project Planning · B2B Software · Digital Strategy · Social Media Marketing · Data Analysis · Marketing Budget Management · Storytelling · Brand Positioning · Brand Strategy · Founder Storytelling · Creator and Influencer Programs · Integrated Campaigns · Social and Community Strategy · Partner and Agency Coordination · Team Leadership · E-Commerce Growth · Audience Insights and Analytics · Google Analytics 4 · Google Ads · Meta Ads Manager · Mailchimp · ActiveCampaign · Omnisend · WordPress · Canva · StreamYard · Hopin · Shopify · Printify · Billo · Asana · monday.com · Trello · Slack · Zoom · Emergent · Certified Digital Marketing Professional · Workflow Management