

Kamilah Tibbitts

New York, NY | 760 525 7054 | tibbittsk@icloud.com | www.linkedin.com/in/kamilah-tibbitts-844b67135

GLOBAL PRODUCT STRATEGY & INNOVATION EXECUTIVE

Passionate and entrepreneurial thought leader, business executive, and influential strategist with proven expertise fusing creative insight and business acumen to drive product development and corporate visibility through strategic storytelling and communication for maximum revenue impact.

CRITICAL AREAS OF EXCEPTIONAL STRENGTH

- Strategic Vision, Planning & Execution
- Omni Channel & Digital Marketing
- Public Speaking; Narrative Storytelling
- UX Research & Design
- Domestic & International Product Development
- Strategic Brand Development
- Stakeholder Engagement
- Creative Briefs and Strategy
- Public Relations
- Corporate Communication
- Product Development
- Data Research & Analytics

PROFESSIONAL EXPERIENCE

FASHION INSTITUTE OF TECHNOLOGY, New York, NY
Adjunct Professor of Digital Marketing

2023-Present

- Leverage distinguished entrepreneurial and executive experience to lead a course on Digital Marketing.
- Design an intensive curriculum spanning marketing principles, omni-channel digital strategies, and highlights digital analytics, brand building and reputation, product marketing, creative agency management, social listening, and more.
- Facilitate nuanced discussions among a diverse student body using case studies from the current market—with an emphasis on technology companies—on matters where digital marketing intersects with legal and regulatory matters.
- Prepare and arm students with robust, transferable skills and a rich understanding of the ever evolving strategies, opportunities, and challenges across all industries given the reach and power of the Internet.

MELA LIFESTYLE, New York, NY
Founder, Chief Executive Officer

2020-Present

- Launched & expanded Mela Lifestyle's brand presence and increased brand awareness by 20% YOY via data-informed omni channel management and an innovative digital marketing strategy that emphasizes community to convert awareness to adoption.
- Manage a globally distributed team and collaborate with creative marketing agencies to aid with the brand's upper and lower funnel metrics among consumers, resulting in a distinct brand identity that enabled earned media.
- Established and sustained a lifestyle and digital brand, blending market trends with content strategies to engage audiences and drive business growth.
- Oversee the business' omnichannel strategy using data analytics, targeted marketing strategies, product development and placement.
- Built and sustain a dedicated, engaged virtual community across all social platforms, creating a flywheel effect that reengages customers and organically generates brand lift through network effects; community has grown 15% YOY.
- Execute strategic business partnerships and consistently increase brand health via close attention to detail on our reputation and affinity metrics, innovative product marketing strategies, partnerships, and creative GTM strategies.

COULEUR NATURE & CARAVAN HOME, Carlsbad, CA
Co-founder, President

1998-2019

- Expanded Couleur Nature from a brand with single-shipper North American distribution to a **multimillion-dollar enterprise** with two specific labels serving global wholesale and retail customers.
- Spearheaded operational strategies to grow the corporation from a single wholesale brand to a dual-entity global enterprise; drove consistent YOY sales growth of 20%+ for both brands, with a 35% YOY improvement since H1 '18.
- Launched and led brands' transition to consumer and digital markets, including conceptualization and oversight of e-commerce websites; realized 1,000% growth in the digital marketplace during tenure.
- As President, approved and managed engineers', product managers', UX designers', and marketers' workstreams.
- Increased catalog and e-commerce traffic while amplifying direct customer sales by managing the digital marketing campaigns, using data-informed insights to inform content creation that resonated base across social platforms.
- Led strategy development to support customer service, logistics, and branding and marketing initiatives. Managed the Sales organization and oversaw showrooms across several key cities.
- Cultivated strategic partnerships with prominent retailers, including **Pottery Barn, Wayfair, Pier 1, One Kings Lane**, and **Williams Sonoma**; launched private label and drop ship programs.
- Secured several new accounts and exclusive distribution deals by connecting the brand with new audiences via interviews, product features, and appearances with critical media outlets, including **Goop, The Zoe Report, Adam Glassman's O List**, and **Magnolia Market**.
- Directed trade show planning, reorganized the company's customer service and logistics operations to meet evolving customer and business needs, and drove branding initiatives, achieving significant sales growth and market expansion.
- Developed and executed integrated marketing strategies and campaigns to advance the company's reach with consumers through periods of rapid globalization, ever-evolving consumer expectations, market changes, and digital transformation.

EDUCATION & ADDITIONAL TRAINING

COLUMBIA UNIVERSITY | New York, NY
Executive Master of Science in Strategic Communication (Expected December 2024)

THE NEW SCHOOL | New York, NY
Bachelor of Arts in Media Studies graduated with High Honors (3.81 GPA)

HARVARD BUSINESS SCHOOL | Boston, MA
Negotiation Mastery Certification

FASHION INSTITUTE OF TECHNOLOGY | New York, NY
Omni Channel Management Certification

GENERAL ASSEMBLY | New York, NY
User Experience Design Certification