AKIL EDWARDS

CX Transformation and Digital Strategy Professional

PERSONAL

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SKILLS

Marketing Automation

Gen AI and Prompt Engineering

Digital Analytics

PPC and Programmatic Advertising

Web Development

Robotic Process Automation

CERTIFICATIONS

AI ENGINEER (PRESENT)
CERTIFIED SCRUM PRODUCT OWNER (CSPO)
GENERATIVE AI - KUBICLE
ROBOTIC PROCESS AUTOMATION
HUBSPOT SEO II
GOOGLE CERTIFIED PROFESSIONAL
GOOGLE ANALYTICS IQ

PROFILE

In the world of technology, my role is to help companies transform their customer experience into their best sales pitch. Over the past 12 years, I've worked with companies of all sizes across the Caribbean to help them design and implement elevated customer experiences and bridge the gap between marketing tech and sales success.

EDUCATION

PRESENT

IU INTERNATIONAL UNIVERSITY OF APPLIED SCIENCES
MSC. ARTIFICIAL INTELLIGENCE

2005 - 2009

UNIVERSITY OF THE WEST INDIES
BSC. MANAGEMENT STUDIES SPECIAL (HONS.)

1997-2004

PRESENTATION COLLEGE, SAN FERNANDO
GCE A' LEVELS AND CXC O' LEVELS

EXPERIENCE

PRESENT

PWC (PRICEWATERHOUSE COOPERS)
SENIOR MANAGER - CX TRANSFORMATION
• Design and implement data-driven CX strategies, leveraging machine learning algorithms and real-time analytics to optimise customer touchpoints and improve lifetime value and RoX (return on experience) for our clientele
• Orchestrate and lead the development of CX frameworks and front office governance for the implementation of enterprise-wide CX transformation projects
• Design and implement the Marketing Technology stacks that enable the customer-led transformation of our clientele to achieve tangible business outcomes in revenue, retention and acquisition

2020-2022

UNIT TRUST CORPORATION
DIGITAL STRATEGY MANAGER
Led the digital team and oversaw the company's digital strategy and martech implementation to improve its digital customer acquisition, retention and omnichannel customer experience.
• Development of end-to-end digital onboarding solution
• Implementation of AI-powered Chatbot, implementation of new digital customer support portal
• Increased web traffic by 72% over 2-year period
• Grew social audience by 24% and engagement by 199%
• Drove campaigns to deliver 6000+ MQL over a 6-month period

2018 - 2020

PEPPER ADVERTISING
MANAGER - DIGITAL MARKETING
• Management, development and training of Digital Team
• Digital marketing strategy development and implementation for agency clientele
• Marketing Technology Stack design and implementation - Lead generation and marketing automation
• Website Development, SEO, Performance Optimisation and Conversion Rate Optimisation

NOTABLE

2014

STEPSTONE TIGER INCENTIVE NOMINEE
STEPSTONE GMBH

An award given annually to Top Sales Staff and one non-Sales staff across the global group.

2015

MARKETER OF THE YEAR FINALIST
STEPSTONE GMBH

Nominee for marketing person of the year within the StepStone Group (2000+ staff)

EXPERIENCE CONTINUED

2016 - 2018

SCG GROWTH PARTNERS
HEAD OF MARTECH
• Design and Lead Implementation of Marketing Technology Stack for Clientele -- Marketo / GA / InfoBip / IBM Silverpop
• UI/UX and Web optimisation solutions - HotJar, Optimizely, GA
• Quantitative and Qualitative Analytics Solutions
• API Integrations - CRM, E-commerce platforms - Oracle,Salesforce
• HTML5/CSS3 Development
• Training of team in Pay-per-click advertising, email marketing and analytics for Customer Acquisition and Retention

KEY PROJECTS
• Scotiabank MAGNA MasterCard Lead Generation
• RedBarrel - Lead Generation Campaign and Marketing Technology Stack design
• Beacon Insurance - Marketing Technology Stack design and Marketing Automation implementation
• Digicel Money MarTech Stack Design and Implementation,
• Paymaster Jamaica Ltd. Website Redesign - Marketing Stack Design and Implementation, Website Optimisation and Ecommerce Tracking Configuration, Search Engine Optimisation Audit

2013 - 2016

STEPSTONE GMBH (CARIBBEANJOBS.COM)
MARKETING MANAGER

• Strategic Development and Implementation of all B28 and B2C marketing campaigns
• Regional management of marketing strategy and operations across the Caribbean (17 countries)
• Regional Management of marketing and operational related projects in tandem with cross-functional teams across Saongroup/Stepstone
• Redesign and Relaunch of CaribbeanJobs.com platform
    -- Worked as a member of a cross-functional team, responsible for the use-case development, design localisation across the region, user assessment testing, consumer research and marketing.
• Social Media Management - Strategy, design, content curation/development and implementation
    -- An 889% increase in growth rate and page growth of 371 % YoY vs benchmark of 10% YoY
• Development and Implementation of Integrated Marketing Communications
    - Search Engine Marketing - Keyword/Ad Group Optimisation, AdGroup Restructuring, Traffic Analysis
    -- Saving of $2880USD per year
    -- 27% Reduction in SEM Spend
    -- 20% YoY growth in Traffic

2011 - 2013

GUARDIAN MEDIA LTD. (CNC3)
BRAND MANAGER - MARKETING

• Work with Production team to develop advertising creative for marketing campaigns
• Responsible for all marketing and PR communications
• Divisional and external partner management
• Management of marketing budget in line with department specific objectives
• Market research and analysis

BRAND MANAGER - NEW MEDIA
• Responsible for Marketing of B2B New Media products
• New Media product development
• New business development and client relationship management