

KAMESHA COGMON

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EXECUTIVE SUMMARY

Brand Strategist & Go-To-Market Architect specializing in upstream decision architecture, market gap identification, and evidence-backed positioning specs. Combines quantitative market research (Esri Tapestry, Census ACS, trade data) with consumer behavior analytics to design buildable, risk-mitigated go-to-market plans for mission-driven brands, product labs, and institutions. Proven track record replacing vague marketing execution with rigorous, buildable decision frameworks.

CORE COMPETENCIES

STRATEGY & GTM	RESEARCH & ANALYTICS	TECHNICAL & CONTENT
Go-To-Market Architecture, Brand Positioning & Messaging, Audience Segmentation, Risk Mitigation, Market Entry Analysis	Census ACS Data Analysis, Esri Tapestry Segmentation, GA4 & Search Console, TAM/SAM/SOM Sizing, Competitor Benchmarking	Technical Brief Writing, SEO & Structured Data (JSON-LD), System Architecture, UX Journey Mapping, HTML/CSS Concepts

STRATEGIC BLUEPRINTS & CASE STUDIES (PORTFOLIO PROOF)

Comprehensive strategy artifacts grounded in primary research, demographic data, and economic modeling.

FLAGSHIP DTC BRAND LAUNCH

[You Are Seen](#)

- **Positioning & GTM Architect:** Designed end-to-end launch strategy for an e-commerce brand serving an unserved emotional layer in the \$6.5B greeting card market (disenfranchised grief, POI, infertility).
- **Deliverables:** Authored brand story, product hierarchy, e-commerce architecture, and an organic SEO/Pinterest search strategy built to eliminate reliance on paid ad acquisition.

NEW PRODUCT POSITIONING SPEC

[Black+Decker FORGE](#)

- **Go-To-Market Strategist:** Evaluated Stanley Black & Decker's catalog via website search trends and Census ACS data, identifying a critical blind spot between novelty tools and male-ergonomic pro lines.
- **Deliverables:** Developed positioning spec, product line architecture, and a 5-market retail test rollout for an uncontested "compact performance" buyer segment.

GLOBAL MARKET ENTRY ASSESSMENT

[Braiding the Gap](#)

- **Lead Strategy Analyst:** Conducted qualitative sentiment analysis and market entry evaluations for specialized hardware expansion across East and Southern Africa (Kenya, Tanzania, South Africa).
- **Deliverables:** Built a risk-mitigated GTM framework delivering a condition-based entry strategy contingent on local equity co-design structures.

INTEGRATED CAMPAIGN ARCHITECTURE

[Nike Yoga & Visit Portland](#)

- **Channel & Audience Strategist:** Utilized Esri Tapestry segmentation to map 36% car-less urban consumers, pivoting campaign architecture from static billboards to transit QR handoffs, audio, and studio touchpoints.
- **Deliverables:** Constructed a defensive retention IMC plan for Visit Portland during macro marriage rate shifts, reallocating media spend to high-intent engagement windows.

PROFESSIONAL EXPERIENCE

Integrated Creative Group (ICG)

Birmingham, AL (Remote) | 2021 – Present

FOUNDER & PRINCIPAL STRATEGIST

- Deliver flat-fee go-to-market blueprints, positioning frameworks, and grant strategies for founders, mission-driven brands, and non-profits.
- Conduct primary audience research (400+ survey datasets, stakeholder interviews) and financial modeling to validate new business models prior to capital deployment.
- Publish long-form analytical essays (2,500–3,500 words) on market positioning, building organic search visibility via SEO and structured schema markup.

The Why Not Win Institute

Birmingham, AL | May 2023 – Jan 2025

DIGITAL & SYSTEMS ARCHITECT

- Mapped end-to-end organizational workflows for a 200+ member non-profit, identifying operational friction and designing digitized forms/intake systems that reduced manual overhead.
- Managed multi-channel member communications, vendor relationships, and event technology rollouts under strict deadlines.

St. Paul CME Church

Birmingham, AL | Sep 2020 – Present (Part-Time)

DIGITAL EXPERIENCE & COMMUNICATIONS COORDINATOR

- Designed and documented the end-to-end digital giving and payment user journey, transitioning legacy paper processes to a modern web platform.
- Administer web platform, member communication channels, and SEO visibility, maintaining a 100% on-time delivery record across 6 years of weekly publication.

EDUCATION & CREDENTIALS

Bachelor of Liberal Studies (Minor in Business Administration)

Expected Conferral: Nov 2026

University of Maine at Presque Isle • GPA: 3.94

Relevant Coursework: Marketing Management, Integrated Marketing Communications, Global Marketing, Advertising & PR, E-Commerce Strategy.

Associate in Occupational Technology (Commercial Arts / Graphics)

GPA: 3.89

Lawson State Community College • President’s List, Phi Theta Kappa Honor Society

Web Development Certification

Innovate Birmingham / UAB Collat School of Business