SELECTED WORK · PORTFOLIO 2026

Kamesha Cogmon

BRAND STRATEGIST & WRITER

I find the gap, build the blueprint — you execute.

Integrated Creative Group (ICG)
Birmingham, Alabama
icgpty.com · kcogmon@icgpty.com

THE WORK

How I decide.

> *Execution work shows what someone can build. Strategy work shows how they decide. Every figure that follows is sourced, every assumption labeled – and in two of these projects, I argued against my own recommendation.*

I find the unserved layer in a proven market, name the one customer who matters, and define how you'll know it worked — then I write it so it's ready to build. What follows are six examples of that same move, across very different problems: a market entry, a new-product launch, a destination campaign, two brand launches, and one brand I built end to end.

THE METHOD — ONE REPEATABLE MOVE

01 Discovery & gap analysis

Find where the logic breaks or the market goes unserved.

02 Positioning & audience

Name the one customer who matters, and where you sit — and why.

03 The plan & the message

Channels, sequence, and the words themselves, in a voice that's good.

04 Evidence & reasoning

Every major call grounded in research and written down.

05 Buildable hand-off

One blueprint the team can execute without guessing.

I deliver the decision, written to hand off. Execution stays with your team – on purpose.

FLAGSHIP · BUILT & LIVE

You Are Seen

A greeting-card brand for disenfranchised grief — early menopause, POI, infertility, and pregnancy loss. Taken from zero to launch.

THE GAP

Sympathy cards are built for death. Nothing on the shelf named early menopause, infertility, or the grief that doesn't show — in a market fatigued by toxic positivity.

THE MOVE

Found the unserved layer inside a proven category, named **one precise customer**, positioned the brand around "the losses that don't show," and built the whole thing — name, story, store, card line — on an evergreen, search-led go-to-market chosen over paid ads.

THE RESULT

A complete, buildable brand taken from zero to launch, with a give-back model built in. The proof I don't just plan the move — **I make it.**

STRATEGY PROJECT · MARKET ENTRY

Braiding the Gap

Should a U.S. company enter Kenya, Tanzania, Botswana, and South Africa with automated hair-braiding hardware?

THE GAP

Two funded startups building for African-textured hair, and neither entering the African market — an opening confirmed by research, not assumed. The economics were strong: 91% mobile-money penetration in Kenya dissolved the upfront-cost barrier.

THE MOVE

A phased, tiered-price entry (Kenya & Tanzania first, under one tariff structure). But my primary research — a thematic analysis of Reddit and YouTube — showed the real objection wasn't the tech. It was **distrust of who would own it.**

THE JUDGMENT

I recommended entry **only on the condition** that African braiders held real equity as paid co-designers — not a distribution relationship. Without that, my recommendation was **not to enter**, however good the numbers looked, because it would reproduce the exact pattern people already distrusted.

Sources: USTR trade data · World Bank · Statista · EAC/SADC tariff schedules · original qualitative research.

STRATEGY PROJECT · NEW PRODUCT

Black+Decker FORGE

A marketing plan for a new hand-tool line, addressed to the new-product committee of Stanley Black & Decker.

THE GAP

I started by searching the client's own website for "women" — and found nothing. **The gap wasn't in the market data. It was in the company.** A documented, high-value buyer sat in the empty middle between novelty "pink" kits and male-ergonomic pro lines.

THE MOVE

A compact-performance tool line built for that buyer, positioned in the uncontested middle, penetration-priced to signal real quality, and launched as a five-market test through existing retail relationships.

THE EVIDENCE

Backed by the client's own benchmarking: a market leader with slow inventory turnover in a declining category needs **new categories, not more share.**

Sources: Esri Tapestry segmentation · IBISWorld · U.S. Census ACS · Federal Reserve Survey of Consumer Finances.

STRATEGY PROJECT · SOCIAL COMMERCE

Kingdom Faith Cards

A launch campaign for a direct-to-consumer greeting-card brand serving the African American Christian community.

THE GAP

DaySpring and Hallmark's Mahogany proved both the faith and cultural markets — but specific church occasions (Pastor's Anniversary, First Lady's Day, homegoing) stayed generic or absent. **Not an empty market. An unserved layer inside a proven one.**

THE MOVE

Named one precise customer — the churchwoman, 45–70, who serves a ministry and is counted on to have the right card — to win first at four high-stakes, zero-substitute occasions, on a Pinterest-led plan chosen because its content stays evergreen on a church calendar that repeats every year.

THE JUDGMENT

I **argued against my own plan** — naming Pinterest's real weaknesses and building the channel mix so no single algorithm could control the business.

STRATEGY PROJECT · DESTINATION IMC

Visit Portland

An integrated campaign for the Greater Portland, Maine wedding market, on a $50,000 budget.

THE GAP

The national marriage rate is projected to decline ~3.2% a year — so a growth goal couldn't honestly be met. And the organization's strongest asset, a free wedding-planning service, was underused because almost no one knew it existed.

THE MOVE

I set a **defensive goal** — prevent a decline — and built the whole campaign around surfacing that free service. A defensible 60-mile radius, the two age cohorts driving ~70% of demand, and spend concentrated in the Thanksgiving-to-Valentine's engagement window, because on a fixed budget, **when you spend matters as much as where.**

THE RIGOR

Four communication tools mapped one-to-one to the stages of A.I.D.A., with one KPI per objective — each with a named data source and a specific instrumentation upgrade.

Sources: IBISWorld Wedding Services · U.S. Complete Wedding Market Report · Visit Portland organizational materials.

STRATEGY PROJECT · BRAND COMMUNICATION

Nike Yoga

An integrated marketing communication campaign for Nike Yoga, targeting the "Laptops & Lattes" consumer segment.

THE GAP

A premium wellness sub-brand that couldn't borrow Nike's achievement voice without working against its own positioning — aimed at a segment where **36% own no car.**

THE MOVE

That one data point drove everything: you reach this consumer in transit, not on a billboard. A paid-owned-earned architecture with the Nike Training Club app as the hub — transit ads with QR handoffs, Spotify audio, micro-influencer instructors, and photographable pop-ups.

THE INSIGHT

The loyalty mechanic rewarded an existing behavior — studio check-ins — **instead of discounting**, because price-off promotions erode the exact premium positioning the brand depends on.

Sources: Esri Tapestry segmentation · Nike product & sustainability documentation · Keller & Swaminathan, Strategic Brand Management.

LET'S WORK TOGETHER

Let's find your gap.

A market you can't crack, a launch with no plan behind it, a brand that grew without a decision. A few sentences about where things are stuck is plenty to start.

Positioning Intensive	from $1,200
Brand & Go-to-Market Blueprint	from $2,800
Grant Writing & Funding Strategy	from $1,500
Commission a Blueprint	quoted

kcogmon@icgpty.com

icgpty.com · Birmingham, Alabama