

Tamia Carey

ABOUT TAMIA

Designer, marketer, educator and serial entrepreneur,

multitasking is second nature to Tamia Carey Francis. Mother to two young girls, and with over 10 years experience in digital media and communications, she's the designer behind her eponymous label, The Tamia Carey Collection, co-founder of the popular LiveStush social media site, and co-principal of the Caribbean's first digital marketing agency that is a growing extension of the STUSH media brand. Teaching in over 11 Countries.

CURRICULUM VITAE

Co-Owner/Managing Director

STUSH Marketing Managing Director | Jul 2010 - Present

Account Director for retail, fashion and B2C segments for Caribbean's first digital content marketing agency serving clients in Jamaica, UK, US, and Latin America.

Managing Director, Designer

The Tamia Carey Collection | Jul 2008 - Present
Boutique for resort wear, leather sandals, recycled accessories all designed by Ms. Carey and made in Jamaica.

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Career Highlights

Tamia Carey

RADA Developed the Digital Communication strategy following fallout of farmers from Covid-19. The first comprehensive education and public awareness program resulting in a significant increase in sales. "Say Yes to Fresh" Campaign.

Caribbean Export Development Agency Featured Speaker at region-wide *Export Market Intelligence* seminar series, presenting *Digital & Content Marketing for SMEs* in countries throughout Latin America and The Caribbean.

Pepsi, Ting Launched social media platforms for Pepsi Jamaica, distributor of both Pepsi and Ting carbonated beverages within the region, overseeing comprehensive digital content marketing campaigns for both Pepsi Jamaica, as well as Ting USA and Canada.

Ministry of Health, Jamaica Led communication strategies for behavioral health campaigns, with particular focus on original infographic and video content, increasing online video views by 300%

The General Legal council Game-Changing Attorney Image and Brand Management

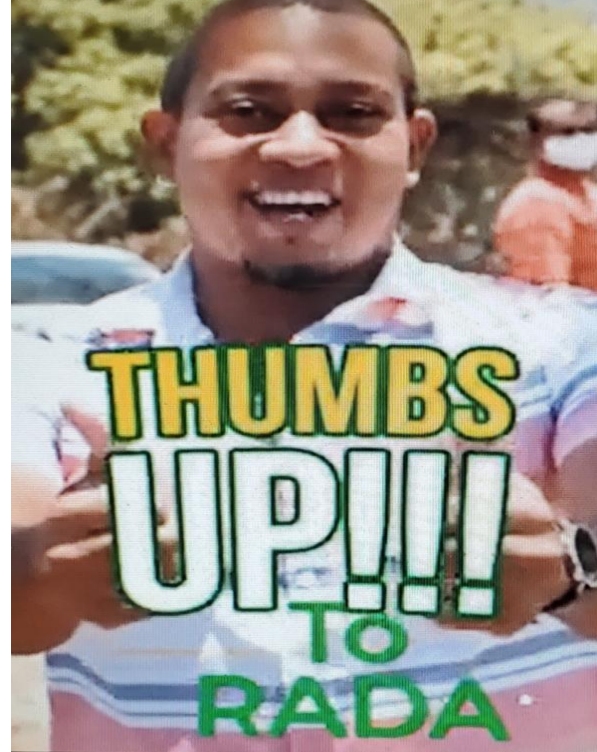
Speaker on the importance of Branding for Attorneys and Legal Professionals. Customers tend to stick to a brand they know and trust. By managing your brand consistently, you convey the message to your target audience.

UN Women Led the digital marketing and communications strategy for the UN Women "Ring the Bell" campaign, incorporating influencer marketing for a digital engagement rate twice the industry average

UN Women Win-Win Gender Equality Campaign

This campaign drove massive awareness and engagement, resulting in a viewership and reach of over

1 million people across the Caribbean. We also managed to send **400+ targeted traffic** to their webinar registration page.



BUILDING GLOBALLY COMPETITIVE SMEs

MARKET INTELLIGENCE WORKSHOP



REGISTER

carib-export.com/events

MARCH 30 TO 31
9:00am to 12:30pm



ASSESSING EXPORT REDINESS



IDENTIFYING APPROPRIATE TARGET MARKETS



EFFICIENT USE OF MARKET INTELLIGENCE TOOLS



INCREASE SALES WITH CONTENT MARKETING



THE RIGHT HONOURABLE
Sir Charles Michael Dennis Byron



ATTORNEY-AT-LAW
Ian Godfrey Wilkinson QC,



CO-FOUNDER AND DIRECTOR OF MARKETING FOR STUSH
MARKETING LIMITED
Tamia Carey



THE GAME-CHANGING ATTORNEY - IMAGE AND BRAND MANAGEMENT

- Former Permanent Judge of the United Nations International Criminal Tribunal for Rwanda.
- Retired President of the Caribbean Court of Justice

- Former President of the Jamaica Bar Association (2011 - 2014)
- Currently, chairs the Advertising Regulatory Committee and a committee tasked with drafting specialization rules for Attorneys-at-Law.
- Chaired two Emergency Powers Review Tribunal (January 2018 to January 2019; and July 2019 to August 2020)
- Author Magnificence In Bled: The 35th Chess Olympiad, the first Chess book published in the English-speaking Caribbean.

- Co-founder and Director of Marketing for Stush Marketing Limited since 2011 to present.
- She is Editor-in-Chief of LiveStush, a popular Caribbean lifestyle brand, an educator and teaches for CaribExport, TECCA, ITC.
- Served clients such as Pepsi, Guinness, UN Women, FLOW, Caribbean Broilers Group, LASCO, NCB, P.A. Benjamins, Jamaica Environment Trust, Rada and JPS
- Designer behind her eponymous label "The Tamia Carey" Fashion Brand

Career Highlights

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AWARDS

World Bank Awarded as an *Innovative Woman Entrepreneur* by WINC/InfoDev, a division of the World Bank

The Flair Magazine (Jamaica Gleaner) Award, in recognition of influence and work as a fashion designer and entrepreneur

EDUCATOR

International Trade Center Taught the alliance for action 3 part webinar for Caribbean SMEs in the agro processing industry. The courses covered understanding digital Brand strategy, brand voice and content creation to improve sales

Jamaica Exporters Association led a digital Bootcamp teaching persons the ins and out of the digital marketing industry to become Export Ready..

LASCO providing digital marketing expertise and best practices to assist with their different brands and subsidiaries.

Caribbean Export Development Agency A webinar series teaching SMEs how to be Globally Competitive. Creating their Brand Voice, Leveraging Social Media as a Product Showroom. Tips and Tricks to make content plans, Creating Content. Why we should turn customers into your brand ambassadors.


Caribbean Development Bank 3 week Training to over 19 countries to upskill existing Digital Marketers in the region post Covid. Implemented a Level Up skills training while providing guidance manuals to facilitate 'training-the-trainer' workshops in Digital and Social Media Marketing for MSMEs. Developed online course/modules for 'training-the-trainer' workshops in Digital and Social Media Marketing.

World Experience and l'Europe S'Engage en Guadeloupe

Curation of an immersive experience for a group of 32 Artisans from Guadeloupe and Dominica. The event included guided tours of the Caribbean's largest commercial textile supplier and a comprehensive lecture on fabric design processes and importation procedures for Pakistan, China, and India. Attendees also enjoyed a captivating tour of Tamia's clothing and shoes factory, accompanied by a lecture on pivoting and adjusting to scale.

Republic Bank & Caribbean Export

The Regional Trade and Investment conference I provided cutting-edge support to MSMEs on the importance of adopting digital marketing strategies and leveraging trade agreements to boost business growth through content creation, also providing them with actionable insights to navigate the ever-evolving global landscape.



TALKING EXPORTS WEBINAR
JULY 30, 2020

LEARN FROM THIS INDUSTRY LEADER.
TAMIA CAREY
CREATIVE GENIUS RESORTWEAR AND LIFESTYLE DESIGNER

HOW TO BE EXPORT READY (DAY 4) 1.5 HR

- LEARN HOW TO FIND YOUR MARKET AND TARGET AUDIENCE
- KNOW THE COST OF SHIPPING ACROSS BORDERS
- HOW TO PACKAGE YOUR PRODUCT FOR SAFETY DURING TRANSPORT AND ATTRACTIVELY FOR YOUR CUSTOMERS
- SHIPPING LESS THAN CONTAINER LOAD OR SINGLE ITEMS? LEARN THE PROCESS
- DOES YOUR PACKAGING REPRESENT THE ESSENCE OF YOUR BRAND AND SPEAK TO ITS TARGET MARKET?

SIGN UP NOW

Export, Trade & Finance
Wed., June 23, 2021 | Time 10:30am EST/BOGOTA

Register Today!



Hon. Floyd Green, MP, Minister, Ministry of Agriculture and Fisheries

Stephen Price, Vice President & General Manager, Jamaica (Flow, Flow Business, C&W Business)

winwin **International Labour Organization** **European Union** **UN WOMEN**



What an honor to have 32 Artisans from Guadeloupe & Dominica on my doorstep. Teaching you was a pleasure. Thank you choosing me!!!

Tamia

WORLD EXPERIENCE **REGION GUADELOUPE Archipel d'Avance** **l'Europe s'engage en Guadeloupe avec le FSE** **UNION EUROPEENNE** **Fonds social européen**

ALLIANCES FOR ACTION WEBINAR

Taste Online!

Improve your company's digital strategy
For Caribbean Food SME's




JUNE 24TH
10AM (EST - JAMAICA)

SESSION 1: BRAND STORY
with Tamia Carey

EUROPEAN UNION **EXPORT DEVELOPMENT AGENCY** **UKAID** **ITC** **Alliances for Action** **GO**

Tamia Carey

EXPERTISE

- Brand Strategy
- Customer Journey Development
- Content Marketing
- Content Production
- Media Management
- SME Capacity Building
- Brand Voice Development
- Digital Marketing Training
- Creative Development
- Market Development
- Artisan Development
- Rebranding
- AI Training
- Quality Control
- Visual Merchandising
- Trend Forecasting
- Fabric Design and Development

IF WE DO
EQUAL WORK

THEN WE DESERVE
EQUAL PAY

Ring the Bell
for Gender Equality



Ring the Bell
for Gender Equality



“WORKPLACES SHOULD PROVIDE
EQUAL WORK FOR EQUAL PAY.”



#genderequalityja #BalanceforBetter

Ring the Bell
for Gender Equality



3 DAYS
TO GO

#BalanceforBetter
#genderequalityja



Republic Bank

EXPORT

LEVERAGING CARIFORUM TRADE AGREEMENTS

July 25-26, 2023

8:30 AM – 4:00 PM

VENUE

Hilton Trinidad & Conference Centre



Understanding
EU Rules and
Regulations



Efficient Use
of Market
Intelligence Tools



Launching Your
Brand on Digital
Platforms



Increasing Sales
with Content
Marketing

REGISTER NOW

carib-export.com/events