



KIESH

Lakiesha Herman

I am a conceptual artist, founder, strategist, and anything else.

PROGRAMS



Adobe Photoshop

Simply Measured

Crimson Hexagon

Platform Analytics



Visible Technology

Hootsuite Analytics

SKILLS

Deck Design

Data Analytics

Brand Strategy

Digital Strategy

Graphic Design

Ideation Process



CONTACT

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A VERY GOOD JOB, CO-FOUNDER

Brooklyn, NY: 06.2020 — present

a very good job is the brain child of my partner Crystal and I. Together we run an advertising agency that specializes in experiential events + influencer mailers for major brands and studios. Our clients include Netflix, Showtime, Fenty Beauty, HBOMax, Amazon Studios, and more. Recognitions include Clio, Webby Honoree, and Shorty Awards.

GLASSNOTE RECORDS, HEAD OF SOCIAL + DIGITAL

New York, NY: 09.2019 — 03.2020

Glassnote Records recruited me to build their roster's online presence + fan base. I revamped the way they approach social by creating dynamic plans that incorporated multiple corners of the internet and outlets to help amplify brand messages.

COLUMBIA RECORDS, CONTENT SPECIALIST

New York, NY: 04.2018 — 09.2019

The Columbia Records Digital Marketing team works like an indie label. I'm able to flex my creativity across design for social assets, ideation for strategy rollouts, and analytics for recaps. While here, I've had the chance to work on The Internet, John Legend, Solange, and more.

HEADS MUSIC, CREATIVE DIRECTOR

New York, NY: 01.2016 — 06.2017

HEADS Music is an indie record label, so my hands were able to stretch wide. I worked creatively and strategically on Wyclef Jean's projects making artwork, strategy for rollouts, and building ideas with partners like Sony, Genius, iHeartRadio, Guinness, Spotify, and others.

TRANSLATION, ANALYST > STRATEGIST

New York, NY: 05.2013 — 10.2015

Translation is Steve Stoute's ad agency. I was hired as a Junior Analyst, but crossed two promotions to Social Strategy, covering State Farm, Kaiser Permanente, and Champs. I was responsible for trend + insight reports, recap decks, social content, and ideation.

BBDO, COMMUNITY MANAGER > AAE

New York, NY: 10.2011 — 05.2013

BBDO is a huge ad agency and my first full-time job out of college. I worked on the FedEx social team and ExxonMobil account team, developing digital extensions for campaigns, content, and data reporting. Through insights I found ways to engage with fans online.

WIEDEN+KENNEDY, DIGITAL INTERN

New York, NY: 06.2010 — 09.2010

Portland, OR: 06.2011 — 09.2011

Howard University's CEA Bootcamp was a 2-week competition to win a 3-month internship at W+K NYC. After winning the Bootcamp, I worked on the Jordan account, creating insights around "Jordan Heads." The following year I was invited to the PDX office, developing content, insights, and ideas on Target and W+K brand.