

KIERON WILLIAMS

Corporate Communications | Stakeholder Engagement | Multimedia

mckeanwilliams@icloud.com | +1 869 760 9912 | Basseterre, Saint Kitts and Nevis

kieronmckeanwilliams.com

PROFESSIONAL PROFILE

Chevening Scholar and MA Broadcast Journalism graduate with experience across corporate communications, stakeholder engagement, financial services, telecommunications, broadcast media, FMCG and e-commerce. Skilled at translating complex financial, technical and institutional information into clear, credible content for executive, business, media and public audiences. Combines strong editorial judgement with multimedia production, client relationship management and brand-conscious visual communication.

EDUCATION

MA in Broadcast Journalism | University of Sheffield | Chevening Scholar | **2025**

- Full scholarship awarded by the UK Foreign, Commonwealth & Development Office based on leadership capacity and academic merit.
- Relevant coursework: Public Relations; Media Law; Ethics.

BSc in Management Studies (Marketing) (Hons) | University of the West Indies | **2022**

CORE EXPERTISE

Corporate and Institutional Communications, Multimedia Production and Visual Storytelling

Stakeholder and Client Engagement, Brand Governance and Visual Compliance

Executive Messaging and Presentations, Financial Services Communications

Media Relations and Spokesperson Support, B2B Sales Communications

Content, Publication and Copy Development, Internal Communications

SELECTED COMMUNICATIONS PORTFOLIO

- **Regulatory product communications:** Buyer-facing brochure for Alessa, an AML/CFT platform, translating sanctions screening across 238 jurisdictions and KYC/KYB requirements into decision-ready content.
- **Enterprise product guide:** 18-spread Digicel Business product and solutions catalogue covering mobile, fibre, PBX and push-to-talk, structured around use cases.
- **Published media relations:** Media release for the Rotaract Club of St. Kitts' Cockleshell Bay clean-up, built around a measured outcome and two named-officer quotes.
- **Commercial creative and photography:** Five-tier corporate mobile and fibre asset suite for Digicel Business, plus portrait, cultural and editorial photography.
- **Institutional campaign concept (spec):** "Financial Fitness," a three-part financial literacy campaign for the Eastern Caribbean Currency Union, with art direction and headline system.
- **Paired launch communications (spec):** Announcement package for a regional bank's digital onboarding platform: external press release plus matching internal memorandum.

PROFESSIONAL EXPERIENCE

Business Sales Executive | Digicel Business, St. Kitts and Nevis | **2026 - Present**

- Support enterprise business development through client engagement, tailored proposals, presentations and sales communications for strategic accounts.
- Produce editorial content and communication assets that support visibility and understanding of the Digicel Business portfolio in Saint Kitts and Nevis.

- Represent the corporate brand through designated media appearances and executive presentations.
- Design below-the-line communication and sales assets for enterprise clients, ensuring consistency with corporate visual standards.
- Develop tailored corporate presentations and communication materials for enterprise accounts and regional telecommunications partners.

Relationship Manager | Hamilton Reserve Bank | 2023 - 2024

- Served as the primary institutional point of contact for complex client profiles, providing clear and responsive communication across global account relationships.
- Mentored junior relationship managers and sales team members on client communication standards and institutional messaging protocols.
- Wrote external website copy and informational content, maintaining narrative precision and alignment with institutional standards.
- Developed corporate presentations used to communicate financial services and portfolio updates to diverse client audiences.
- Produced internal training manuals and onboarding materials to standardise service delivery, workflows and communication protocols.
- Prepared professional correspondence and corporate documentation supporting sustained stakeholder engagement.
- Continued remote client support through 2025 while completing the MA.

Broadcast Journalist and Sales Executive | Vibes Corporation | 2022 - 2023

- Produced, scripted and anchored live news and current affairs broadcasts under strict editorial deadlines.
- Live broadcast coverage of major national events including Dominica's 2022 snap general elections.
- Built and maintained professional relationships with journalists, media contacts and institutional stakeholders to support news gathering and coverage.
- Managed audio engineering, mixing and technical editing for multi-platform broadcast packages.

E-Commerce & Marketing Assistant | Fine Foods Incorporated (KFC) | 2022 - 2022

- Briefed and directed external graphic designers, vendors and influencers producing social, digital and print creative, holding third-party output to global franchise brand standards.
- Delivered cross-platform digital and print communications for a major fast-moving consumer goods franchise.
- Coordinated brand visibility initiatives and maintained compliance with global visual identity standards.
- Monitored audience sentiment and competitor communications to inform content and messaging adjustments.
- Contributed to the conceptualisation and execution of multiple promotions.

Office Administrator with Digital Communication Responsibility | Qwick Cart Delivery Service | 2018 - 2019

- Established the digital communications and social media content framework for an emerging e-commerce service.
- Produced multi-platform graphic design and video assets supporting brand awareness and customer acquisition.
- Retained on a remote basis through 2021 to produce brand graphic assets while completing the BSc.

TECHNICAL SKILLS AND CERTIFICATIONS

Certifications: Digital Marketing Fundamentals (Google Digital Garage); Inbound Certification (HubSpot)

Media Production: Videography; studio photography; scriptwriting; live broadcast directing

Software: Adobe Premiere Pro; Adobe Photoshop; Adobe Audition; Canva; FL Studio

Enterprise Tools: Microsoft Word; Excel; PowerPoint; Outlook

Language: English - native / full professional proficiency