



 dtelligent  
COMPANY PROFILE

**DREAMS**

**DON'T WORK**

**UNLESS**

**YOU DO**



# TABLE OF CONTENTS

- 1 A Story Worth Telling
- 2 Director of Adtelligent
- 3 C.E.O of Adtelligent
- 4 Management Team
- 7 Our Products
- 9 Statistics
- 11 Our Clients
- 12 Client Websites
- 13 Our Best Projects
- 15 Chat Bot Case Study Example
- 16 Dashboard Case Study Example
- 17 Client Comments
- 18 Social Media Comments

# A STORY WORTH TELLING

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Adtelligent opened its doors on May 29, 2018, to a team of passionate young professionals with a goal of bringing a cost-effective, creative, and analytical approach to the Jamaican marketing industry.

Launching at the peak of the digital age, Adtelligent sought to find a way to maximize on the marketing industry's paradigm shift. The general public became absorbed in the world of technology and social media, blogs, and the internet took the place of reading newspapers, watching television and listening to the radio. People were no longer interested in traditional advertising, and conventional marketing strategies were becoming inefficient.

Thus, Adtelligent was born.

Guided by an unflinching focus on quality, creativity, and consistency, our passionate team rose to the challenge of revolutionizing the marketing industry in Jamaica, and subsequently the world. Our skills in marketing, campaign management, content creation, data analytics, digital advertising platforms, and web development aided us in creating airtight marketing strategies that helped our clients to elevate their brands on a growing digital scale.

Today, Adtelligent is one of the fastest-growing digital media firms in Jamaica. We have helped many clients worldwide exceed their marketing goals and have used carefully crafted and strategically placed content to improve their digital brand and help their business thrive.

# CHAIRMAN OF ADTELLIGENT

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## NEVADA POWE

### CHAIRMAN & DIRECTOR OF PRODUCT PRICING & DEVELOPMENT

Nevada Powe is an experienced management consultant, technology entrepreneur and business educator. He has over 25 years of expertise in business consulting, banking, consumer goods and technology, business strategy, operational implementation and marketing communications.

He was previously a partner in the New York office of The Boston Consulting Group, a leading global management consulting firm, where he advised Fortune 500 companies in financial services and marketing strategies.

Mr. Powe earned his MBA at Harvard Business School in 1992 after earning his undergraduate degree from Amherst College where he graduated as valedictorian.

Mr. Powe draws upon his global professional network to bring forward leading business and marketing ideas. He is particularly adept at converging theory and implementation; working aggressively through legal and operational issues, and benchmarking and drawing lessons from a variety of services businesses across the globe.

Mr. Powe has brought his vast knowledge and experience to aid Adtelligent in building an end to end system. From digital marketing, to lead development and sales, and developing business strategies to help our clients, Nevada Powe has worked diligently with Adtelligent to help us reach our vision.

# ADTELLIGENT

C.E.O

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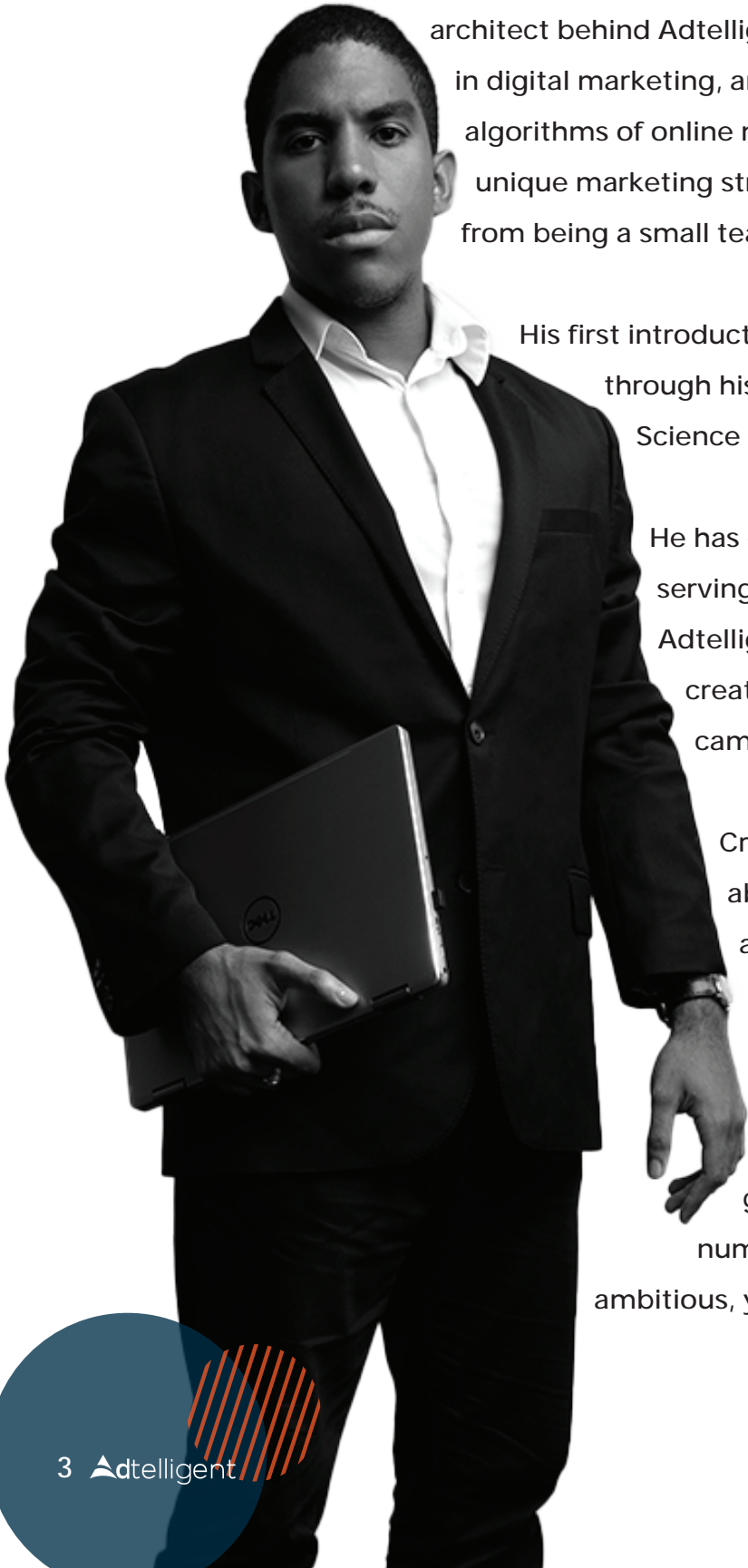
Craig Powe is a charismatic salesman, logician, and is the head architect behind Adtelligent. He has several years of experience in digital marketing, and his deep understanding of the algorithms of online marketing is the spearhead behind the unique marketing strategies that have elevated Adtelligent from being a small team to a profitable company.

His first introduction to the marketing industry was through his joint study of Business and Computer Science at Trinity University.

He has extensive production experience from serving as executive producer on most of Adtelligent's content and has successfully created and managed client budgets and campaigns.

Craig is a talented young executive whose ability to brainstorm and understand data and numbers allows him to drive the team towards the client's goal. His unique skill sets are in line with his company's vision of being a fast-learning organization creating a global footprint and becoming the number 1 place to work for talented, ambitious, young professionals in Jamaica.

Craig Powe



# MANAGEMENT TEAM

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Christopher Derrell is a multiple-award winning software developer who in his role of Head of Web Development manages the user experience, architecture, and website development to create internationally acclaimed websites. His websites have spanned multiple industries, different countries and various languages, and are recognized globally as leaders in technological innovation.

- 6 years of experience in Software Development
- Bachelor of Science (BSc)(Hons.) in Computer Science and Economics
- Skills in Adobe Photoshop
- Expert in Javascript, HTML & CSS, Node.js , PHP, Java, Python
- Certified in Google Analytics



Stephanie Daley is responsible for ensuring all graphical elements are at the highest level and that the client's brands are effectively represented. She holds the highest knowledge of the elements of design, both traditional and digital, and works very closely with clients to create the perfect combination of copy and graphics to elevate the client's brand.

- Bachelor of Fine Arts (B.F.A.) in Animation
- Graphic Design
- Photo Retouching and Design
- Proficient in Adobe Photoshop, After Effects, Illustrator and InDesign; Blender, Maya and ToonBoom Harmony and Storyboard Pro



Duncan Reid is the chief tactician in designing strategic marketing and business development campaigns for our clients. He understands how to exceed client expectations and deliver massive returns. He has created hundreds of laser targeted campaigns that have reached millions of viewers worldwide.

- Bachelor of Science (BSc) in International Relations
- International Diploma in Chinese
- Social Media Marketing
- Public Relations
- Fluent in Chinese



Richard Stewart is in charge of overseeing and executing key marketing strategies as well as managing and creating video content. He is one of the first members of the Adtelligent team and had a primary role in elevating the company to where it is today.

- Bachelor of Arts (B.A.)(Hons.) in Integrated Marketing Communications
- 7 Years of experience in Digital Marketing and Film Production
- Proficient in Adobe Premiere Pro, Audition, Photoshop and After Effects
- Public Relations



**what**



we do.



# OUR PRODUCTS

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## DIGITAL MARKETING STRATEGY

Our team performs a thorough audit of your entire digital presence to show you exactly how you are doing online, and how we can help you improve significantly.



## WEBSITE DEVELOPMENT

Let us produce a robust and responsive website for your brand, fully fitted with customizable content and ecommerce options.



## VIDEO PRODUCTION

Add visual storytelling to your digital strategy with film captured and edited by our highly competent video production team.



## PRODUCT PHOTOGRAPHY

High quality digital imagery that is essential for effectively displaying your products online.



## BILLBOARDS

Let our creative and innovative graphic designers amplify the impact of your ads through our vivid and striking billboard designs and imagery.



## SOCIAL MEDIA MANAGEMENT

Using innovative paid and organic social media strategies we help you to connect and engage with your desired audience.



## SEO & GOOGLE ADWORDS MANAGEMENT

Improve your visibility and ranking in search engines with our skilful digital restructuring and AdWords placement.



## GRAPHIC DESIGN & ANIMATION

Print and digital imagery for even your most intricate design needs: logos, businesses cards, web imagery and stationery, and 2D and 3D animation for ads.



## MARKETING DATA MINING

Utilize our full suite of data analysis tools and skills to produce the best results for your plans and ideas.



### **BROCHURES & MARKETING COLLATERAL**

Display your best features and most succinct information with our lucrative marketing collateral (i.e business cards) supported by our inventive content writing and graphic design team.



### **ANNUAL REPORTS**

Inform and empower your stakeholders using our well-designed data presentation tools and authentic communication techniques.



### **ONLINE CAMPAIGNS**

Our team's extensive experience with media algorithms allows us to maximize the results of your online reach.



### **SENTIMENT ANALYSIS**

We leverage the power of data analytics to comb through your social media channels and provide you with a comprehensive report on how well you are doing online.



### **LINKEDIN**

Target professional audiences with our tailor-made LinkedIn marketing strategies that employ a compound strategy that best suit your needs.



### **RADIO**

Capture your audience with our advertisements which provide compelling content combined with an alluring delivery of exciting promotions.



### **TRADITIONAL MEDIA BUYING**

Engage a wider audience with our team's production of captivating content and imagery presentation for all traditional media platforms.



### **EMAIL MANAGEMENT**

Communicate with your mailing list through our inventive email management system which offers secure, and timely delivery of all your brand's important information.



### **CONTENT WRITING**

Have strategically written content for a wide variety of media platforms right at your fingertips with the support of our highly talented writers.



### **COPYWRITING**

Let our wordsmiths craft clear copy that emphasizes your brand's strengths and help you close more deals with prospective clients.

here are  
the stats.

SINCE 2018..



15

WEBSITES CREATED

14

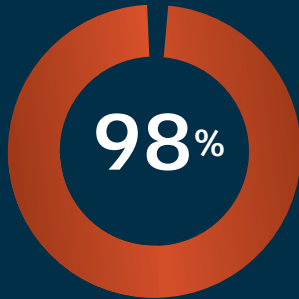
LANDING PAGES

OVER  
89M

FACEBOOK & INSTAGRAM  
IMPRESSIONS

583

SOCIAL MEDIA  
CAMPAIGNS



CLIENT MARKETING  
SUCCESS RATE



OVER  
20M

VIDEO VIEWS

10.3M

GOOGLE IMPRESSIONS



ADS AIRED IN OVER

57

DIFFERENT COUNTRIES

SOCIAL MEDIA  
ENGAGEMENT

LIKES	673,159
COMMENTS	18,207
SHARES	50,840

OVER  
9.7M

UNIQUE PERSONS REACHED

# OUR CLIENTELE

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Adtelligent provides a wide range of services to various clients, both internationally and locally. See a list of some of our clients below.



# CLIENT WEBSITES



[www.konnexx.net](http://www.konnexx.net)



[www.pinglinkscellular.com](http://www.pinglinkscellular.com)



GATEWAY CO-OPERATIVE  
CREDIT UNION (2017) LTD.  
*Opening the Way to Your Financial Success.*

[www.gatewayja.com](http://www.gatewayja.com)



[www.excelinsurancebrokers.com](http://www.excelinsurancebrokers.com)



[www.winefoodrome.com](http://www.winefoodrome.com)



[www.sparklearningedu.com](http://www.sparklearningedu.com)



Small Business Portal

[www.smallbusinessportal.com](http://www.smallbusinessportal.com)

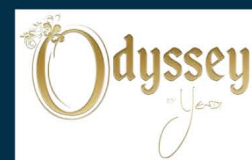


JAMAICA INN  
*it's time*

[stay.jamaicainn.com/romanticscape](http://stay.jamaicainn.com/romanticscape)

Charlie's Pharmacy

[www.charliesmedicine.com](http://www.charliesmedicine.com)



[www.odysseybyyendi.com](http://www.odysseybyyendi.com)

# OUR BEST PROJECTS



## GATEWAY CREDIT UNION CALCULATORS

[www.gatewayja.com/calculators](http://www.gatewayja.com/calculators)

Provided Gateway Credit Union with fully functional website calculators expertly coded to provide users with accurate figures for monthly payments for mortgages, vehicle loans etc.

## GATEWAY CREDIT UNION CHATBOT

[www.gatewayja.com](http://www.gatewayja.com)

Produced a fully virtual conversational agent which has answered over 800 messages a month, lowered the cost of serving customers by millions of dollars and increased response time from 3 working days to instantly.



## SMALL BUSINESS PORTAL

[www.smallbusinessportal.com](http://www.smallbusinessportal.com)

Owns and operates the Small Business portal website aimed at providing a platform for SME's to access and compare business.

## KONNEXX SERVICES WEBSITE DESIGN & DIGITAL REBRAND

[www.konnexx.net](http://www.konnexx.net)

Launched the rebranding campaign of the telecommunication engineering firm with the build out of a new customer oriented website as well as a large social media campaign and ads that were viewed over 4 million times. Also created LinkedIn profiles for the firm's executive team.







## GATEWAY CREDIT UNION WEBSITE & DIGITAL REBRAND

facebook.com/gatewayjm @gatewayjm www.gatewayja.com

Launched Gateway Credit Union's online and traditional rebranding campaign and the build out of their fully functional website.

## EPOC ON THE CORNER SERIES

facebook.com/EPOCJA @epocja

Provided the Economic Programme Oversight Committee with a video series aimed at educating the masses on the country's economic state which garnered over 2 million views.



## PSOJ SME WORKSHOP

facebook.com/psojfinancialaccessja @psojfinancialaccessja

Produced and edited the PSOJ SME initiative viral video, provided social media management, live event coverage via Facebook and designed printed material for the workshop.

## JMMB SECRET SHOPPER & SENTIMENT ANALYSIS

Compiled customer service data reports, after visiting and anonymously grading JMMB branches islandwide, which led to a massive reduction in branch wait time by over an hour.



## GATEWAY CREDIT UNION ANNUAL REPORT

www.gatewayja.com/press-kit

Designed, printed and distributed Gateway Credit Union's 2018 Annual Report.

## XSOMO BUSINESS TO BUSINESS CRACK & PEEL SME CAMPAIGN

specials.xsomoprinting.com/crack-and-peel

Provided Xsomo Int. with social media management, video production as well as a business to business social media campaign for their new crack and peel printing service.





# JERK

JAMMIN' FLAVOR

**LOCATE NEAREST STORES**

**Walmart** 

 **Publix**

**& Other Stores**





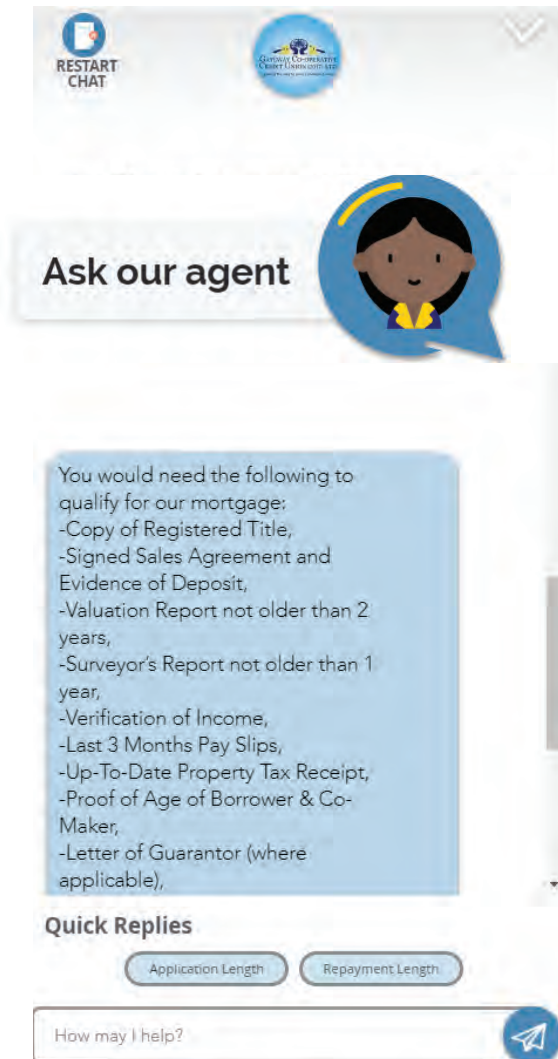
**QUALITY WORK  
EXCELLENT EXECUTION**

# CHAT BOT

## CASE STUDY EXAMPLE

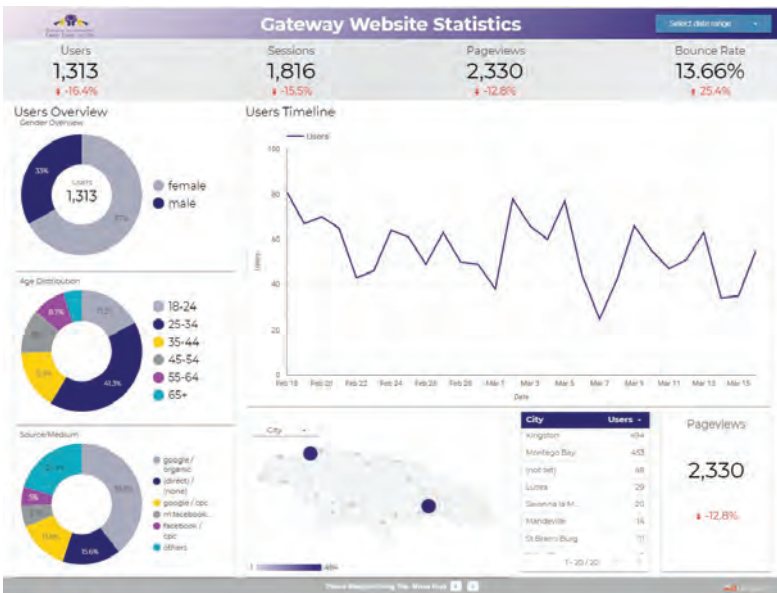
Gateway ChatBot is a 24/7 automated customer service representative that answers queries, calculates payments and conducts conversations with customers through telephone calls and text. Gateway partnered with Adtelligent this feature because they were was experiencing an influx of customer questions after the successful Adtelligent marketing campaigns. Most of the questions were simple and Gateway would save money and time by not handling these through a call centre.

The chatbot uses progressive AI software which has been programmed by our web development team with over 500 intents related to Gateway's products and services. It engages the customer in a real life, natural conversation that mimics human reaction, to such a point that persons feel like they are speaking to a live agent. The chatbot engaged in over 1559 conversations since May 8,2020. It was launched on October 19,2020.



# DASHBOARD

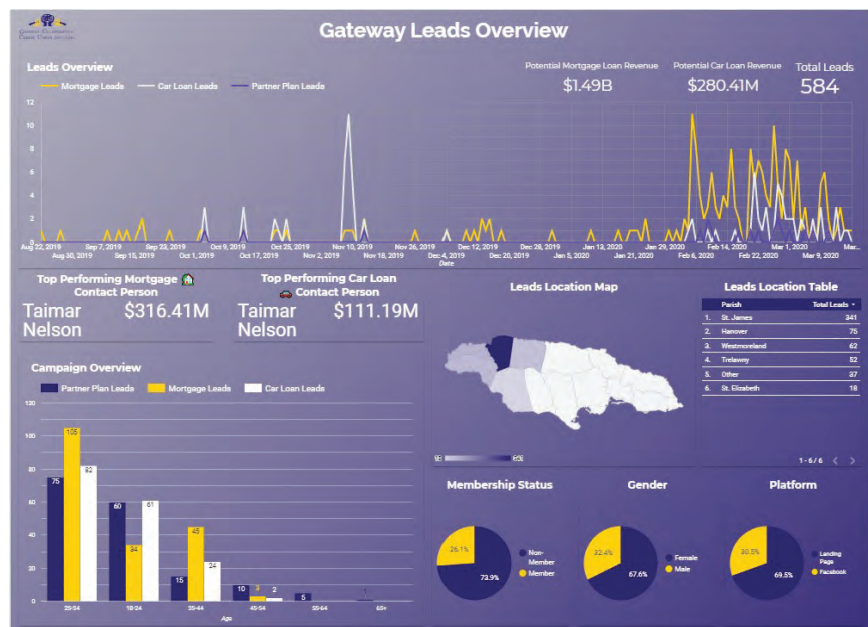
## CASE STUDY EXAMPLES



The Gateway Website Performance Dashboard was created to allow Gateway's marketing team to quickly see the performance of the Gateway Website, its landing pages and how the respective ads platform influence traffic coming to the website/landing pages. It is also broken down by

demographics and geolocation of the users that visit and tracks specific actions done on the website/landing page like clicking a button or downloading a form.

The Gateway Leads Dashboard was created to allow Gateway's marketing team to track the leads coming in from the respective landing pages and to quickly see the details of each lead, potential revenue, closing rate, top performing sales representative, revenue generated and many more that they may bring in. It is also broken down by demographics and geolocation of the leads and the membership status of those leads.



# CLIENT TESTIMONIALS

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Don't just take our word for it, hear what some of our clients had to say about their results and experience working with us.

“  
What the Adtelligent team does is impactful. They made me into a superstar! Their way of breaking down the difficult financial jargon into simple terms so that ALL Jamaicans can understand is unparalleled. EPOC has benefited from the work of Adtelligent, in fact, I think Jamaica on a whole has benefited.”



Keith Duncan  
Co-Chair of EPOC

“  
Adtelligent is so good that I can just describe what I want and the team meets my demands, and not only meets them but their deliverables always exceed expectations.”



Nicole Haughton- Johnson  
Gateway Credit Union Marketing  
Manager

“  
Adtelligent always surprises us with innovative strategies to reach our dynamic marketing. Since working with them, we've seen an increase in bookings and website traffic from target market locations. They tackle challenging requests with a fresh new perspective. No task is too difficult for this amazing team!”



Emmanuella Owens  
Jamaica Inn Sales & Marketing Manager

# SOCIAL MEDIA COMMENTS

## PSOJ COVIDCASTJA Facebook Live: 'Pivoting Your Business'



**Carolyn Pinnock Jackson** · 7:37 This is my first time on the PSOJ covidcast. I appreciate this initiative very much!

Like · Reply · 2w



## PSOJ SME Initiative: 'The Banking System in Jamaica is about to Change. Are you Ready?'



**Shoshuannah Kerr Rodney** How do we get involved. I noticed that JMMB and Scotia bank are the 2 institutions represented in the video. Are other financial institutions on board as well??? We are excited about this initiative. Let us hear more!!!

Like · Reply · Message · 45w



## Gateway Motor Vehicle Loan Advertisement



**Peter Lloyd** Now this is an effective advertisement Engaging, relatable and moving. Great job

Like · Reply · Message · 30w



## Gateway Partner Plan Advertisement



**Denese Harvey** Yes a my partner ppl these, love the services, i join it for the year and get my money for my Christmas, I called it my Christmas bonus. Thanks Gateway!!

Like · Reply · Message · 42w



## EPOC On the Corner Series



**Winston Skeen** Love this program of empowering people so they can be part of the solution. Great going Keith! #knowledgeispower

Like · Reply · Message · 19w · Edited



**Clifford Brown** Good stuff good work

Like · Reply · Message · 18w







CREATING CONTENT THAT

S tands O ut!





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Kingston 5,  
Jamaica



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[@adtelligent](#)



[www.adtelligent.net](http://www.adtelligent.net)