# ABOUT KAREE




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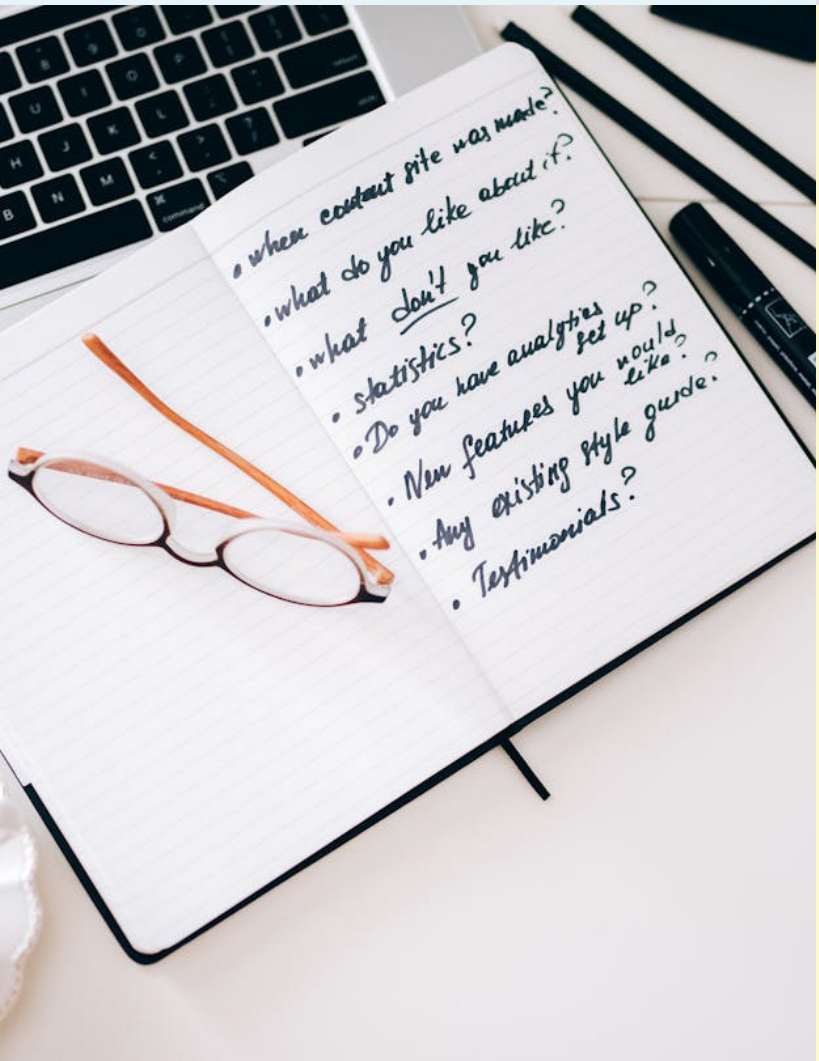
# Meet Karee!

I'm an *analytical* builder sharing unfiltered *lessons* on *branding,* entrepreneurship, and marketing *culture* while *building* in *real* time—no highlight reel, just the *honest* truth about what it takes to *create* something meaningful.




## My Story

Born poor in Jamaica. Moved to the US chasing opportunities I didn't fully understand. Told I was "average" my whole life, so I went to law school to prove them wrong. Got my JD. Got my MBA. Checked all the boxes.

Then I realized I didn't want to practice law the traditional way—I wanted to build something that was mine. So I drove to Houston. Alone. Knew no one. Started over completely.

Built my first real business from $800 in my apartment. Survived the highs and crushing lows. Rebuilt during COVID when everything changed. Now I'm building Moxie, a different kind of business that matches who I am and how I want to live.

# What I Believe

## Most founders don't have a *marketing* problem. They have a *clarity* problem.

You can't market what you can't articulate. You can't scale what you can't systematize. And you definitely can't build a sustainable business on hope and hustle alone.

Marketing without strategy is just gambling with your budget. Brand architecture comes first—it's the foundation that shows people why your business matters and how it fits into their world.

## What I Do

I'm a Fractional CMO and Growth Architect for founder-led businesses. For over 15 years, I've helped women founders and service-based entrepreneurs build identity-driven brands and scalable marketing systems that create predictable growth.

I specialize in hospitality, wellness, interior design, professional services, and emerging industries—working with founders who refuse to choose between being authentic and making money.



# How I Help Founders






- Get crystal clear on who you are, what you stand for, and the story your brand must tell
- Create a brand identity and message that feels powerful, aligned, and unmistakably YOU
- Build visibility and content systems that keep you consistently top-of-mind
- Develop offers and marketing operations that scale without burning you out
- Lead your brand with confidence, intention, and emotional intelligence

# My Approach

I blend strategy, psychology, storytelling, and C-suite leadership. No fluff. No cookie-cutter templates. I build custom brand systems based on how YOU think, what YOU value, and where YOU want to go. The best brands aren't built by copying what everyone else is doing; they're built by founders brave enough to be themselves, strategically.






## HOW TO WORK WITH ME

**Fractional CMO Engagements**

Strategic marketing leadership without the full-time hire

**Brand Intensives**

Deep-dive sessions to clarify your positioning, messaging, and market presence

**Founder Visibility System**

Complete framework for building authority and predictable pipeline

**Speaking & Workshops**

Keynotes and workshops on brand strategy, founder-led growth, and building sustainable businesses

## CREDENTIALS

- JD-MBA (Law & Business)
- Goldman Sachs 10,000 Small Businesses Scholar
- Houston Business Journal 40 Under 40 Honoree
- Author of This Is Branding
- Host of Build with Moxie podcast
- Founder of KLMG US, Restaurant Brand Builders, FIN (Foodie Influence Network), and Moxie

# The Table

### LAUNCHING 2026 IN HOUSTON, TEXAS

The Table is my intimate monthly dinner series for women entrepreneurs in Houston - a space for real community, not just networking. Because entrepreneurship is hard enough without doing it alone. These aren't transactional networking events; they're intentional gatherings where we build genuine connections, share vulnerabilities, and support each other's growth.

## RESULTS MY CLIENTS SEE

- **18-40% revenue** increases within 6-12 months
- **Top-3 local** search rankings in competitive markets
- **Predictable lead** generation (no more feast-or-famine cycles)
- Marketing systems **that work** while they focus on operations
- **The confidence** to charge what they're worth

## WHO THIS IS FOR IF YOU'RE A FOUNDER WHO:

- Feels invisible in your market despite being brilliant at what you do
- Is exhausted from inconsistent marketing that doesn't move the needle
- Knows you need strategic help but doesn't want to hire a full-time CMO
- Is ready to build a brand that creates demand instead of chasing it
- Wants to scale without burning out or becoming someone you're not

**WHAT I'M MOST PROUD OF** The founders I work with don't just grow their businesses; they build lives they don't need to escape from. They stop sacrificing themselves for success. They build brands that work FOR them, not against them. They lead with clarity instead of constantly second-guessing.

# Connect With Me

**EMAIL:**

karee@klmg-us.com

**WEBSITE:**

kareelaing.com

**BOOK:**

This Is Branding - Strategic playbook for building meaningful brands

**PODCAST:**

Build with Moxie - Real talk about the founder journey

**NEWSLETTER:**

The Build with Moxie Newsletter - Weekly insights on building brands that work

**LOCATION:**

Houston, Texas



**SUSTAINABLE GROWTH ISN'T ABOUT WORKING HARDER.**

It's about building smarter systems and being visible for the right reasons.