

Lydian Memorial Announces Jalyka Smith as Director of Marketing

Smith will lead brand strategy, digital marketing, public relations, and audience growth as Lydian Memorial expands throughout Jamaica.

KINGSTON, JAMAICA, September 15, 2026 /EINPresswire.com/ -- [Lydian Memorial](#) is pleased to announce the appointment of Jalyka Smith as Director of Marketing, strengthening the company's leadership team as it prepares to expand its presence, products, and services throughout Jamaica.

Smith brings extensive experience in content creation, social media growth, digital storytelling, personal branding, and audience engagement. She has built a substantial following across TikTok, Instagram, Facebook, YouTube, and Snapchat by developing creative content that connects authentically with diverse audiences.

As Director of Marketing, Smith will lead the development and execution of Lydian Memorial's overall marketing strategy. Her responsibilities will include brand development, digital campaigns, social media management, public relations, community engagement, promotional initiatives, customer communications, and strategic partnerships.

Smith will work closely with executive leadership and the company's operations, production, design, sales, and customer-service teams to ensure that every marketing initiative accurately reflects Lydian Memorial's mission, values, products, and commitment to the families and businesses it serves.

Strengthening the Lydian Memorial Brand

Lydian Memorial was established to help families preserve the memories, stories, and legacies of their loved ones through high-quality memorial products and compassionate service.

As Director of Marketing, Smith will be responsible for communicating that mission across the company's website, social media platforms, advertising campaigns, community programs, press materials, promotional events, and customer communications.





Jalyka's creativity, digital expertise, and ability to build engaged communities will help us reach more families while preserving the dignity and compassion of our brand."

*Dr. Lydia Roxborough, CEO of
Lydian Memorial*

Her responsibilities will include:

- * Developing and managing Lydian Memorial's marketing strategy
- * Strengthening the company's brand identity and public presence
- * Planning digital, social-media, print, and community campaigns
- * Directing the creation of photographs, videos, graphics, and promotional content
- * Managing the company's social media platforms and content calendar

- * Supporting product launches and promotional offers
- * Coordinating public relations and media communications
- * Developing strategic partnerships with businesses and community organizations
- * Monitoring campaign performance, customer engagement, and audience growth
- * Conducting market research and identifying new customer opportunities
- * Supporting sales initiatives and customer-retention strategies
- * Maintaining consistency across the company's messaging and visual identity
- * Protecting the dignity and privacy of families featured in memorial content
- * Preparing marketing reports and recommendations for executive leadership

"Jalyka understands how to transform a message into a meaningful connection," said Dr. Lydia Roxborough, Chief Executive Officer of Lydian Memorial. "Her creativity, digital expertise, and ability to build engaged communities will help us introduce Lydian Memorial to more families while protecting the compassion, dignity, and excellence at the heart of our brand."

Connecting Through Authentic Storytelling

Marketing within the memorial industry requires sensitivity, trust, and respect. Families are not simply purchasing products; they are creating lasting tributes to people whose lives and stories hold deep meaning.

Smith will help ensure that Lydian Memorial's marketing reflects the emotional importance of every memorial while clearly communicating the quality, personalization, and care provided by the company.

She will also develop educational content to help customers understand the memorial-design process, available materials, engraving options, photographs, inscriptions, customization choices, ordering procedures, delivery, and installation.

Through authentic storytelling, Smith will highlight the lives, achievements, relationships, and

memories represented by Lydian Memorial's work always with the appropriate consent and respect for the families involved.

"I am honored to serve as Director of Marketing for Lydian Memorial," said Jalyka Smith. "This role gives me the opportunity to use creativity, storytelling, and digital media to help families celebrate the people and moments that matter most. I look forward to building a brand that people recognize not only for beautiful products, but also for compassion, trust, and exceptional service."

Leading Digital Growth and Community Engagement

Smith's appointment reflects Lydian Memorial's commitment to developing a strong digital presence capable of reaching customers throughout Jamaica and beyond.

She will oversee strategies designed to increase brand awareness, generate qualified customer inquiries, strengthen online engagement, and create a consistent customer experience across the company's digital platforms.

Her work will include developing campaigns for personalized granite memorials, custom engraving, commemorative products, photographs, inscriptions, plaques, custom business signs, and other products created through Lydian Memorial's laser and CNC technology.

Smith will also support community-focused initiatives, including educational campaigns, family-support programs, referral opportunities, business collaborations, and events designed to introduce customers to Lydian Memorial's services.

"Jalyka's appointment represents an important investment in how we communicate with the public," Dr. Roxborough added. "We want every person who encounters Lydian Memorial online, in the community, or at our location to understand who we are, what we provide, and how deeply we value the responsibility families place in our hands."

Building a Trusted and Recognizable Brand

As Lydian Memorial grows, Smith will help establish clear standards for the company's visual identity, tone of voice, promotional materials, customer communications, and public representation.

She will collaborate with designers, photographers, videographers, content creators, media professionals, and community partners to produce marketing materials that are professional, culturally relevant, and aligned with the company's values.

Smith will also monitor marketing performance and customer feedback to help leadership understand which campaigns, services, and communication channels are producing the

strongest results.

Her leadership will help ensure that Lydian Memorial's growth is supported by informed marketing decisions, consistent messaging, and meaningful relationships with customers and communities.

A Leadership Team Positioned for Growth

Smith joins a leadership structure led by Dr. Lydia Roxborough, Chief Executive Officer; Ian Darby, President; Tafari D'Aguilar, Director of Operations; and Deke' Smith, Director of Production Development.

Dr. Roxborough will continue directing the company's vision, financial strategy, corporate governance, brand direction, and long-term growth. Darby will oversee executive operations, organizational security, strategic implementation, and business development. D'Aguilar will lead operational systems, technology, digital infrastructure, and cross-departmental coordination. Deke' Smith will oversee product development, production innovation, quality assurance, and manufacturing improvements.

As Director of Marketing, Jalyka Smith will lead brand strategy, audience development, promotional campaigns, public relations, strategic partnerships, and customer-facing communications.

Together, the leadership team will work to establish Lydian Memorial as a trusted and recognizable provider of memorial products, precision engraving, custom manufacturing, and business signage throughout Jamaica.

About Lydian Memorial

Lydian Memorial is a Jamaica-based memorial and custom-production company dedicated to helping families preserve the memories, stories, and legacies of their loved ones.

The company combines modern production technology with compassionate, personalized service to create granite memorials, custom engravings, memorial designs, photographs, inscriptions, commemorative products, and custom business signage.

Lydian Memorial is a subsidiary of Grandfada Distribution, whose parent company is Aljdaas Isles, Inc.

For more information, visit www.lydianmemorial.com](<http://www.lydianmemorial.com>).

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