

Christopher GM Powers

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PROFESSIONAL KNOWLEDGE

- **Full Stack Designer:** Adobe Creative Suite, Photoshop, Illustrator, InDesign & Stylesheets, Dreamweaver, Final Cut Pro, Apple Premiere, Apple After Effects, Apple Motion Graphics, Adobe XD, Tulumt Hype, HTML 5 Animation.
- **Cultivate Content:** Creative copy for websites, marketing videos, promotional contests, social media, and B2C email content.
- **Office, Presentation & Video Software:** Microsoft Office, Excel, Outlook, PowerPoint, Apple Keynote, Prezi.
- **Content Management Systems:** Word Press, Joomla, Magento, HTML/PHP/CSS
- **CRM:** HubSpot, Salesforce, Salesforce Pardot Marketing, Base Camp, B2B Marketing
- **Additional skills:** Info Graphics, Stripo.Email Creator, Google SEO Analytics, and a Creative Problem Solving.

EDUCATION

STLCC MERAMEC (CENTER FOR VISUAL TECHNOLOGIES)

Associates Of Applied Sciences (AAS)

Graduated: 5/2005

EXPERIENCE

GRAPHIC DESIGNER, DIGITAL DESIGNER

BlueCross and BlueShield of Texas

4/2020 – Current

- Created design concepts for a variety of materials such as e-books, brochures, flyers, and mailing collateral.
- Collaborated and executed digital marketing email campaigns with emphasis from desktop, mobile and smartwatch screens.

GRAPHIC DESIGNER, WEB DESIGNER, SOCIAL MEDIA MANAGER

Baileys Computer Services

8/2019 – Current

- Developed website's for BCS clients utilizing prototypes using sketch, and converted into responsive Word Press Content Management (CMS) websites.
- Crafted social media marketing campaigns for several B2C clients and tracking, adjusting and tailoring direct communications.

GRAPHIC DESIGNER, WEB DESIGNER, SYSTEM ADMINISTRATION

Ultara Holdings/GeoShack

7/2016 – 7/2019

- Streamlined the implementation process and reduced the average product delivery time of promotional collaterals from 5 days to 1 day by redefining project traffic workflow and improving the accountability of employees.
- Developed copy for digital advertising, large scale web development, and marketing projects, ensuring continuity across digital channels for 7 different company brands.
- Authored creative content for website, emails, social media, and banner ads.
- Led a full redesign of the website with findings from customer segmentation and competitive research, increasing website leads by 200%.
- Optimized the company's dedicated host, removing unnecessary server load and increased website speeds by 40% ensuring a consistent look across platforms.
- Introduced an email template to enable teams to quickly build mobile-responsive emails and maintain visual consistency, streamlined from a 5-day turnaround into 1 day.
- Created and implemented targeted email campaigns to segments of the firm's 50k+ email list; increased open rates engagement by 7%.

DIGITAL GRAPHIC DESIGNER

Apptricity

4/2013 – 6/2016

- Led creative on email design & marketing with Act-On and HubSpot; worked with sales stakeholders in A/B testing to improve open rate by 10%.
- Conceptualized new supporting graphics, revitalized outdated graphics to the UX/UI team for use in the applications.
- Directed a complete company-wide brand audit and redesign of brand standards removing inconsistencies throughout the firm.
- Wrote articles for publication on the web.