

CHRISTOPHER POWERS

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Senior Graphic Designer with a diverse background in print, web, email, and social media marketing. Creative and multi-talented digital & web designer specializing in branding, art direction, concept design, and photo manipulation with experience working on national ads for large corporations including Neiman Marcus, KFC, Boy Scouts of America, Pacific Union Financial, Blue Cross & Blue Shield of Texas, VHA/Novation, and Baylor Scott White.

Areas of Expertise

- Valuable marketing experience creating collateral of all types, including logos, graphics, social media, digital marketing, websites, email campaigns, direct mail, brochures, catalogs, magazines, billboards, and trade show displays
- Expansive industry experience spanning finance, restaurant & food, healthcare, weight loss, beauty, construction & surveying, software, supply chain, and logistics
- Rebranded an organization with progressive responsibility throughout the project, playing a key role in aligning marketing objectives across functions; created, audited, and updated brand guidelines, design, and logo
- Respected for design and organization skills, dedicated to pulling together the topography, graphics, layout, design, and artwork utilizing all types of media
- Acted as a mentor and collaborative leader in positions throughout career with experience in hiring and training staff
- Wrote, produced, and published a podcast, "Marketing Your Image" on Apple iTunes and iHeart Radio consisting of 43 fifteen to twenty-minute segments

Professional Experience

BlueCross and BlueShield of Texas

2020 - Present

Graphic Designer, Digital Designer

- Originate design concepts for e-books, brochures, flyers, and mailing collateral, then assemble books and documents
- Manage over 20 simultaneous projects, executing email campaigns that present seamlessly across devices, from desktop to mobile and smartwatch screens
- Coordinate with vendors and clients by offering insight on print ads, direct mail campaigns, brochures, logos, online web banners, and other corporate communication materials
- Offer subject matter expertise (SME) to teams on workflow & process efficiencies while resolving technical challenges

Freelance Design Work

2005 - Present

Graphic Design, Web Design, Digital Marketing, Social Media Manager

- Spearheaded projects for a valuable portfolio of clients including Baylor Scott & White, Texas State Fair, and KFC, customizing print materials such as brochures, flyers, and business cards and digital design & marketing
- Organically increased email and social media followers by 250% in one year for a local restaurant client
- Generated visually appealing and user-friendly websites for clients, taking them from prototypes using Sketch and converting them into responsive WordPress and Joomla Content Management (CMS) websites
- Optimized website landing pages and databases for Neiman Marcus, VHA/ Novation, including optimizing SEO for higher Google ranking
- Innovated content copy for Twin Peaks' social media channels including Twitter, Facebook, and Instagram, expanding social media followers by 125%
- Leveraged expertise in CMS and SaaS tools to train clients on the use of email marketing programs and social media to advance business goals and objectives

Ultara Holdings/GeoShack

2016 – 2019

Graphic Designer, Web Designer, System Administration

- Developed copy for digital advertising, large scale web development, and marketing projects, ensuring continuity across digital channels for seven distinct company brands
- Reduced the average product delivery time from five days to one by streamlining the implementation process and introducing an email template for promotional collateral
- Gained 200% more leads with a full website redesign using customer segmentation and competitive SEO
- Optimized the company's dedicated host, upgraded MySQL to current technology standards, and increasing website speeds by 40% while also ensuring a consistent look across platforms
- Reduced client material preparation time by 80% with the creation of a reporting template
- Increased email open rates and engagement by 7% through targeted email campaigns

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Appticity

2013 – 2016

Digital Graphic Designer, UX/UI Designer

- Provided design solutions while overseeing User Experience and UX Design for applications' login screens; introduced new iconography used in the applications
- Audited branding materials department by department, consolidated material, drafted cohesive branding guidelines, and trained employees on updated requirements in partnership with another designer
- Developed an automated, inbound marketing system to provide qualified inbound leads to the sales department
- Led the creative process on email design & marketing with Act-On and HubSpot working with sales stakeholders in A/B testing; improved open rate by 10%

PBD, LLC

2007 - 2013

Graphic Designer, Art Director

- Managed design projects for high-profile clients, including Royal Canin and Eastern Long Island Hospital
- Drafted website budgets through maintenance agreements, negotiated contracts and quotes, and consistently completed projects on time and within budget
- Directed and managed a five-member marketing team including a copywriter, graphic designer, and salesperson, building an agency style marketing firm with a successful summer intern program

Fig (formerly Advanced Lipo Dissolve Center)

2005 – 2008

Graphic Designer, Art Director

- Collaborated with the Creative Director, Marketing Director, and VP of Marketing to rebrand the organization in a move designed to allow the company to expand and offer additional services
- Fulfilled dual roles, stepping into Interim Creative Director position for over a year during company restructuring
- Conceived full-page print ads for national publications, billboards, and bus stop art displayed in a dozen cities
- Created a new brand identity with an improved logo, creating a more cohesive look for print collateral, print ads, billboards, direct mail, and signage; launched with a large media event and new press kit

Education & Training

St. Louis Community College at Meramec, Center for Visual Technologies (Kirkwood, Missouri)

Associates of Applied Sciences (AAS)

Final Cut Workshop + Advanced Final Cut Workshop (*Elite videography workshops*)

Tools & Technologies:

Graphic/Visual/Digital Design: Adobe Creative Suite, Photoshop, Illustrator, InDesign & Stylesheets, Dreamweaver, Final Cut Pro, Premiere, After Effects, Apple Motion Graphics, Adobe XD, Tulumt Hype, HTML 5 Animation, Sketch

Office, Presentation & Video Software: Microsoft Office, Excel, Outlook, PowerPoint, Apple Keynote, Prezi

Content Management Systems: WordPress, Joomla, Magento, HTML/PHP/CSS, MySQL

Collaborative Tools & CRM's: HubSpot, Salesforce, Salesforce Pardot Marketing, Base Camp, Ziflow, NetSuite, FileMaker Pro, ProofHQ, Act-On

Proficiencies:

Web Design | Graphic Design | Email Marketing | Brand Management | Design Layout | Design Trends
Corporate Communications | Project Management | Print Workflow Management | Photography
Visual Arts | Brand Guidelines | Conceptualization | Digital Strategy | Marketing Collateral
Creative Production | Design Practices | Digital Strategy | Campaigns | Color Theory | Composition
A/B Testing | Data Analysis | Social Media | Search Engine Optimization | SEO Analytics