

Elijah J. Powell, III

Graphic Designer

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SKILLS

- Animation
- Branding
- Color Theory
- Graphic Design`
- Marketing
- Social Media
- Storyboarding
- Video Editing
- Adobe After Effects
- Adobe Captivate
- Adobe Creative Suite
- Adobe Illustrator
- Articulate Storyline
- Blender
- Camtasia
- Canva
- CSS
- HTML5
- MailChimp
- Rise
- Unity
- Unreal
- UX/UI
- Vyond
- WordPress

WORK EXPERIENCE

DIRECTOR OF MARKETING | KRUSH ACQUISITIONS | 12/2020 - 03/2022

- Managed creative execution of design and marketing concepts for 5 companies under the Krush Acquisitions umbrella of companies.
- Grew Instagram, Facebook, and TikTok following and awareness by over 10x.
- Designed graphics for marketing campaigns that received over 1,000,000 impressions.
- Weighed in on top-level decisions pertaining to hiring, team supervision, marketing budget, and company guidelines.
- Conducted A/B ad testing that resulted in a 15% increase in sales.

GRAPHIC DESIGN CONSULTANT | MOTOROLA SOLUTIONS | 03/2020 - 12/2020

- Achieved 25% brand engagement from users by developing video content with branching scenarios.
- Created cyber security slide decks that led to a 35% increase in knowledge retention rate.
- Generated marketing collateral, display ads, product labels, and social media graphics.
- Assembled templates that reduced Adobe Creative Suite design time by over 50%.

SENIOR GRAPHIC DESIGNER | LUNARLINE, INC | 03/2016 - 03/2020

- Implemented branding guidelines that reduced design revision time by 40%.
- Expanded content development by increasing platform reach; weekly blog, podcast, and video output using current social media platforms.
- Liaised and art-directed a team of 5 interns that were later hired full-time.
- Constructed trade show booths and marketing collateral that helped the company land 100+ new clients and over 3,000 new leads.
- Initiated targeted email campaigns that received an average of 65% open rate.
- Revamped all company brand visuals and 3 websites improving the user experience.

WORK EXPERIENCE

INSTRUCTIONAL DESIGNER | COLLOQUY360 | 09/2013 - 06/2016

- Produced instructional media content using Bloom's Taxonomy and the ADDIE learning model for over 40+ global partner colleges and universities.
- Developed over 100 courses using Articulate Storyline.
- Collaborated with subject matter experts in more than 20 disciplines to discuss goals and visions for course content and adult learning strategies.
- Coordinated 30+ projects for a cross-functional creative design team.
- Employed Camtasia to edit over 200+ videos produced by subject matter experts.

FREELANCE GRAPHIC DESIGNER | FREELANCE | 07/2012 - 11/2013

- Strengthened branding, engagement, and awareness for small business owners and garnered a minimum ROI greater than 50% for every project completed.
- Overhauled and optimized the visuals and color palettes for 15 websites.
- Illustrated concept art and compositions for customers online.

BUSINESS ANALYST | JM FAMILY ENTERPRISES | 08/2011 - 07/2012

- Authored 2 logical and physical databases for letter generation interface.
- Converted over 1,000 company documents to a new letter generation interface.
- Improved knowledge of JavaScript to solve problems with form usability.

GRAPHIC/WEB DESIGNER | SCCPSS | 11/2007 - 07/2011

- Customized web page layout and graphics using Adobe Master Suite.
- Taught teachers and staff how to edit and update intranet website content using SharePoint.
- Launched and maintained a SharePoint intranet forms repository, which housed over 1,000 unique school district forms.
- Edited and rendered video for district board meetings and events.

EDUCATION

UNIVERSITY OF PHOENIX

Masters of Business Administration - Marketing

SAVANNAH STATE UNIVERSITY

Bachelor of Business Administration - Marketing