

# Jason Powers

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## Professional Summary

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Creative executive with 28+ years building brand ecosystems end-to-end — from national TV campaigns and immersive 3D visualization to custom software, POS infrastructure, and performance marketing. Spent nearly a decade scaling a national consumer brand from 3 locations to 100+, personally owning every creative and technology touchpoint. Uniquely fluent in both creative direction and technical execution, bridging the gap between brand vision and engineering reality. Proven driver of measurable growth across DTC, e-commerce, enterprise, and emerging media environments.

Willing to relocate: Anywhere

## Work Experience

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### Digital Marketing Director / Creative Director

**Loudon County Fence** | Loudon County, TN

2025 to Present

- Built complete marketing ecosystem from zero: drone video production, social media, SEO architecture, print collateral, email, and reputation management — driving measurable increases in inbound leads.
- Engineered print-to-digital reputation system (direct mail → QR → Google Review funnel + Mailchimp automation) that converts completed jobs into compounding local SEO authority.
- Produced cinematic drone video campaigns with platform-optimized distribution (Facebook, YouTube Shorts, Instagram) — differentiating brand in price-competitive market.

### Creative Director

**Jason Powers Creative** | Knoxville, TN

1997 to Present

- Parallel independent practice maintained throughout career. Long-term clients include Graham Corporation (Knoxville). Full-spectrum brand, digital, video, and marketing work across industries.

### E-Commerce Manager / Web Designer

**B&B Industries Inc.** | Knoxville, TN

2022 to 2025

- Increased marketing ROI 15% through strategic SEO, SEM, and PPC optimization of Magento e-commerce platform.
- Grew social media audience engagement 20% YOY through targeted creative campaign development.
- Improved conversion rates via Google Analytics-driven A/B testing and UX optimization.

### UI/UX Designer & Web Developer (Contract)

**ORNL / KeyLogic** | Oak Ridge, TN

2020 to 2022

- Redesigned legacy enterprise interfaces for a top-tier federal research laboratory, improving usability and accessibility across internal systems used by thousands of researchers and engineers.
- Translated complex technical requirements into intuitive digital frameworks via wireframes, prototypes, and responsive web components.

## **Creative Director / Software Developer**

**Zoom Tan / Hyperion** | Naples, FL

2009 to 2018

- Directed all national TV commercials, radio, billboards, digital, social, email, and in-store brand experience — building one of the most comprehensive in-house creative systems in the franchise industry.
- Designed and developed a custom SMS coupon platform using PHP graphic libraries: personalized barcodes, trackable redemption links, and real-time POS redemption monitoring — years ahead of industry adoption.
- Co-developed POS system through 3 generations: web-based LAMP + Java applets → Android tablet with custom UI → Raspberry Pi running fully custom in-house MVC framework.
- Produced 3D product visualization, vehicle wraps, packaging, promotional product design, and retail environment graphics across 100+ locations.
- Drove 20% increase in lead generation through managed SEO, SEM, PPC, and digital advertising campaigns.
- Led cross-functional creative teams, vendors, and production partners across all markets.

## **Web Designer / Digital Marketing Specialist**

**Shell Point Retirement Community** | Fort Myers, FL

2006 to 2009

- Produced 3D architectural pre-visualizations and animations for large-scale community development projects.
- Directed TV production for on-site CCTV news channel; led web, print, and video marketing across all channels.

## **Marketing Director / Graphic Designer**

**Dionas Whelchel Properties** | Knoxville, TN

2003 to 2006

- Directed all creative for real estate developments and resort properties: architectural renderings, 3D visualizations, in-room CCTV video, email, websites, print, and magazine advertising.
- Developed illustrated site plan graphics that became primary sales tool for developer and investor presentations.

## **Designer / Illustrator**

**Coteleur & Hearing Landscape Architects** | Palm Beach, FL

2001 to 2003

Revolutionized client presentation process by creating illustrative digital planning graphics that translated complex CAD site plans into compelling, accessible documents for developers and lay audiences.

Produced advertising, websites, and marketing collateral for major South Florida real estate and development clients.

## **Interactive Media Designer**

**IPIX (Internet Pictures Corporation)** | Knoxville, TN

1998 to 2000

- Built interactive tech demos for IPIX's IBM HotMedia development partnership — the experiences that proved the platform's commercial viability to enterprise clients.
- Produced digital assets for Star Wars Episode I (Lucasfilm), Three Kings (Warner Bros.), and Sleepy Hollow (Paramount).
- Developed 3D animation and real-time VR demos — among the earliest commercial VR work in the industry.
- Led teams producing immersive virtual tour experiences for Toyota, Ticketmaster, major hotel brands, and UT Knoxville.

## **Education**

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### **UI/UX Design (Google UI/UX Design Certification)**

Google

## Visual Communication (Bachelor of Arts)

Art Institute of Fort Lauderdale | Fort Lauderdale, FL

1997

## Skills

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Brand Strategy & Identity Paid search marketing Video & Broadcast Production 3D Visualization & Rendering Digital marketing B2C Marketing analytics Creative Direction & Leadership Data analytics

## Links

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<https://powersadvertising.com/>

<https://www.linkedin.com/in/jasonpowersadvertising>

<https://www.behance.net/jasonpowers>

## Certifications and Licenses

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### Jason Powers

Present

Google UI/UX design