




# CHRIS POW

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@chrispowdesign 



## PROFILE

Confident, passionate and creative graphic designer with extensive experience working with both print and digital media. Deadline-oriented individual with 12+ years of experience in the graphic design industry working on a variety of projects from social media content to comprehensive rebranding projects. Expert at interdepartmental coordination and communication. Skilled with Adobe Creative Suite (Illustrator, Photoshop, InDesign) & Microsoft Office Suite. Other attributes include attention to detail, time management, dependability and a client-first focus.

## QUALIFICATIONS

Adobe Creative Suite (Photoshop, Illustrator, InDesign)  
Visual Merchandising  
Apple/Mac & Windows PC Proficient  
Well Organized and Detail Oriented  
Efficient Problem Solving & Streamlining  
Maintain Brand Guidelines Across Brands

Admin Office Work (Word, Excel, WordPress)  
Time Management & Asana Ticketing System  
Management and Customer Service Experience  
Develop and Train Incoming Staff  
Craft Schedules (20+ employees)  
Assisted in Payroll

## WORK EXPERIENCE

### KW Encino Sherman Oaks

August 2021 – November 2022

Sherman Oaks, CA

### Senior Marketing Coordinator

- Generated over \$2 billion in sales in 2021 through developing and executing marketing campaigns for 8 growing office locations
- Designed marketing packages for 550+ agents including flyer's, postcards, brochures, listing presentations, buyer presentations, email marketing, open house materials, email signatures, and custom branding for capping, ¼ capping and ½ capping agents
- Created Signs for Open House, For Sale, Riders, Banners, and Business Cards resulting in a 15% increase in customer engagement
- Efficiently set up 30+ transition packets per month for new recruits saving the company an average of 4 hours per packet
- Designed all in house office marketing packages including flyer's, PowerPoint decks, branding guidelines, team meeting presentations and office slideshows
- Successfully created and implemented a calendar system for internal communication for events and training classes which led to a decrease in the number of missed events by 75%
- Developed & implemented a creative tracking system for the marketing, client services, & on-boarding departments to increase organization by 80%
- Helped streamline the ticketing system for the marketing department by implementing triggers and actions to create an efficient workflow
- Assisted the Vice President of Marketing with additional projects & tasks

### The Movement Lifestyle

January 2012 – March 2020

North Hollywood, CA

### Art Director

- Conceived and executed a successful marketing campaign that raised \$60,000 within 24 hours for the studio to remain open during the pandemic
- Developed brand guidelines to increase company value with social media, website, workshop advertisements, promotional advertising, and notebooks for incoming employees
- Worked directly with a team of 10 to maintain studio standards and promotional requirements in press, community and annual conventions and competitions
- Successfully directed a team of 10 to design merchandise that was manufactured for resale, resulting in increased sales by 25%
- Developed incoming staff to maintain design standards when working with branded templates
- Crafted motion graphics templates to use for promotional flyers on studio



- televisions for each choreographer and class
- Organized and styled photoshoots for advertising, look books, and e-commerce while maintaining the company's aesthetic

### **Monsters of Hip Hop**

### **Lead Graphic Designer**

January 2014 – March 2020

North Hollywood, CA

- Created and developed innovative design compositions for company including logos, brochures, packaging, business cards, large format prints, social media campaigns across all platforms, and digital assets
- Crafted campaigns around industry dance performances and dance competitions to increase studio exposure
- Re-energized merchandise by developing a new approach to seasonal product launches that resulted in a 5% increase in sales
- Solved complex design problems with elegant solutions that improved customer satisfaction ratings by 15%



### **LUSH Cosmetics**

### **Sales Ambassador & Visual Merchandise Specialist**

October 2018 – March 2020 | COVID | October 2020 – August 2021

Sherman Oaks, CA

- Created a unique, tailored customer experience that would make everyone feel welcome through active listening and expert brand and product knowledge
- Created brand campaign setups with fresh products held to quality standards and maintaining a customer first approach in a fast paced environment
- Stayed current on all fresh and upcoming campaigns while coaching incoming staff and maintaining brand standards
- Successfully adapted and evolved to ongoing COVID-19 protocol with federal and state/local regulations
- Created on brand postcards and internal marketing to seamlessly tie into current campaigns and style of brand



### **Cardio Barre**

### **Franchise Director Assistant**

May 2015 – June 2016

Studio City, CA

- Created and maintained administration documents (Excel, Word, WordPress, Online Store, Inventory) to include sales revenue from 26 franchisees, stock of inventory, brand book updates, and franchisee platform updates
- Redesigned brand book, DVDs, postcards, brochure, online training platform, and in studio promo materials to match updated brand guidelines
- Maintained strict adherence to company standards and procedures related to cash handling, credit cards and payroll



### **The Refinery**

### **Print Production**

February 2015 – May 2015

Sherman Oaks, CA

- Sized, printed, cut, and mounted design compositions at highest standards using Adobe Creative Suite (Photoshop, Illustrator, InDesign) for presentations for major entertainment studios
- Accurately pack and organize product deliveries to clients at studios
- Converted files to/from InDesign, Photoshop, PDF, and JPEG formats
- Maintained organization of the archive through consistent scanning and cataloging of new additions
- Successfully assisted Art Directors with necessary documents and assets to improve speed by 10%
- Learned key InDesign and Photoshop work flow to speed print production process

## **EDUCATION**

### **The Art Institute of California – Hollywood**

Associate of Science: Graphic Design (4.0 GPA)

Magna Cum Laude

Presidents Honor Roll (All Quarters)



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