

CJ Powers

Contact Information

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Web <http://writercjpowers.com>

Writer

A skilled creative with a high business acumen focused on strong messaging. A speaker, author, and digital media consultant. Flexible, yet strong communicator as a leader, customer advocate, and supporter of stakeholders. Writing background includes crisis management, sales and marketing copy, and training materials. Expertise in creating customer-facing copy for growth mindset initiatives and acquisitions.

Skills

Creative writer, servant leader, metric management, world class trainer, and award-winning speaker.

Software: Microsoft Office, Adobe Suite, WordPress, Scrivener, Final Draft, and Movie Magic Screenwriter.

Accomplishments

- * Displayed Thinking® Certified by The Walt Disney, Co.
- * Crystal Communicator Award for Writing, Inspirational Independent Film Awards for Best Story, Dale Carnegie Highest Award of Achievement, and Home Depot Top Customer Satisfaction Award.
- * Wrote acquisition program for Hi-Tech Automotive increasing customer attraction rate by 1,333% in first quarter.
- * Rewrote Lucent's Digital Network Deployment offer, shifting the \$8M test campaign to \$750M at rollout.
- * Wrote a new Six Sigma process at Motorola enterprise division to streamline sales activities, saving \$2.5M in expenses.
- * Reduced Kraft Global Foods Sales & Marketing budget by \$26M after rewriting marketing campaign for sales associates.

Work Experience

Self-employed, Chicago, IL *11/2009– Present*

Digital Marketing Consultant

Managed digital marketing campaigns, collaborated with executives, wrote sales and marketing plans, website copy, press releases, white papers, training materials, collateral, EPKs, and lead generation campaigns.

- Increased IAMS sales revenue (43%) by writing an interactive computer-based training program that taught sales people best-in-class techniques for closing deals on their top tier products.
- Increased Michael's Mobile Welding lead generation program by 200% by writing website copy utilizing SEO and industry specific keywords based on welding mobility sector.
- Introduced 500,000 people to Hi-Tech Automotive by writing, directing and producing a promotional trailer starring the mascot in a *Star Wars* styled comedic short that played prior to *Rogue One: A Star Wars Story* at Marcus Theatres.

Home Depot, Downers Grove, IL *2/2014– 9/2015*

Team Lead

Managed receiving team, freight team, and RTV program for \$50M store. Also, managed floor sales, customer relations, and department merchandising. Exceeded all revenue plans.

- Exceeded sales quota during reduced tag days by telling benefit-focused stories to potential customers walking past displays.
- Increased average sales orders by writing documentation and educating customers on the benefits of turnkey solutions with installation add-on offers.

Capgemini, Chicago, IL 8/2010– 10/2012

Consultant

Managed all sales and marketing materials and contracts for Kraft Global Foods Sales Team. Developed and wrote marketing plans, communication plans, sales kits, and training programs.

- Closed 4,000 contracts during Cadbury merger by rewriting agreement elements for legal team to concur with court regulated acquisition program.
- Drove the over achievement of revenue for Kraft Global Foods by writing sales and marketing plans, and managing the \$250M Sales Services campaign.
- Closed three multi-year \$100M contracts for Kraft Global Foods by writing and negotiating packaged offers.
- Reduced expenses in military delivery and grocery sales markets saving \$24M annually by writing campaigns that included price reductions and reformulation.

Education

Full Sail University, Orlando, M.F.A., Creative Writing

University of Wisconsin, La Crosse, B.S., Mass Communications