

Charles (CJ) Powers
Writer / Content Creator

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Highlights

- Exceeds quality assurance benchmarks
- Focus on strong messaging
- Trade Articles and Press Releases
- Sales & marketing content creator
- Promo, crisis, and TEDx speech writing
- Social media writing
- Training materials and instructional design
- Technical materials and elevator pitches
- Constituent newsletters and e-blasts
- RFP, RFQ, and grant writing
- Outstanding oral and written communications
- Led cross-cultural collaboration teams

Accomplishments

- * Rewrote Lucent's Digital Network Deployment offer from \$8 million test campaign to \$750 million at rollout.
- * Saved Motorola Enterprise sales team \$2.5 million by writing Six Sigma process.
- * Reduced Kraft Global Foods Sales & Marketing budget by \$26 million by rewriting S&M campaign for sales.
- * 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.

Work Experience

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

Writer of Digital Marketing

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 salespeople 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.

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

Team Lead

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

- 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

Writer 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 the legal team to concur with court regulated acquisition program.
- Drove the over achievement of revenue for Kraft Global Foods by writing sales plans, package offers, and managing the \$250 million Sales Services campaign.
- Reduced expenses in military delivery and grocery sales markets saving \$24 million 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

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