

JASON POWERS

Chief Marketing Officer | VP Marketing & Creative

Brand Architect · Technology Innovator · Full-Spectrum Builder

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EXECUTIVE SUMMARY

Marketing executive and brand builder with 28+ years leading full-spectrum creative, digital, and technology operations across multi-location consumer brands, enterprise environments, and high-growth franchises.

Most executives can do strategy or execution. I do both — and I write the code. Spent nearly a decade as the principal creative and technology architect at Zoom Tan, directing every marketing and technology touchpoint as the company scaled from 3 locations to 100+ nationwide following a major angel investment. Built in-house TV production, ran national digital campaigns, and developed a proprietary PHP-based SMS marketing platform — complete with custom barcode generation and real-time POS redemption tracking — years before the industry caught up. Co-developed three generations of custom POS infrastructure from LAMP/Java to Android to a fully custom Raspberry Pi MVC framework.

Classically trained fine artist who writes production code. Brand strategist who shoots, edits, and animates. Digital marketer who builds the analytics infrastructure to prove what's working. Not a strategist who delegates — a builder who executes at executive scale.

Open to VP and C-suite marketing opportunities. Willing to relocate to Florida.

CORE COMPETENCIES

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| ■ Multi-Location Brand Scaling | ■ Team Leadership & Development |
| ■ Custom SaaS & Technology Development | ■ Brand Strategy & Architecture |
| ■ Video & Broadcast Production | ■ Performance Marketing & Paid Media |
| ■ Android & Web App Development | ■ Digital Marketing Strategy & SEO |
| ■ Budget Management (Multi-Million Dollar) | ■ IT Infrastructure & Systems Admin |
| ■ DTC Growth & Customer Acquisition | ■ Analytics & Attribution |

PROFESSIONAL EXPERIENCE

Digital Marketing Director & Creative Director

[Loudon County Fence, LLC](#) — Loudon County, TN | *Apr 2025 – Present*

Assumed full VP-level marketing responsibility for a 50-year-old, \$20M regional business with no existing digital presence — built the entire operation from zero, solo.

- Secured Google Guaranteed badge; manages 11 marketing platforms simultaneously.
- Verified results (Jan–May 2026): +57% organic search clicks YOY, search position improved 17.3 spots, CTR doubled across all campaigns.
- Facebook: 914K+ total views (+51.8%), 4.9K+ link clicks (+42.8%) — Jan 1–May 13, 2026.
- Instagram: 438K+ total views (+2,700%, from 0 to 438,077), 95.5K reach (+452.7%), 3.1K link clicks (+2,200%) — Jan 1–May 13, 2026.
- 645K Google Search impressions, 3,080+ organic search clicks (12 months); 518+ inbound phone leads; 200+ Google reviews built from zero.

- Produces daily drone video content reformatted for 4 platforms (16:9, 1:1, 9:16, blog) in a single production day; 140 videos and 146 blog posts in year one.
- Engineered print-to-digital reputation system (direct mail → QR → Google Review funnel + Mailchimp automation) converting completed jobs into compounding local SEO authority.

E-Commerce Manager & Digital Marketing Director

[B&B Industries Inc.](#) — Knoxville, TN | *Jan 2022 – Apr 2025*

Managed all e-commerce operations, digital marketing, and web design for a specialty equipment manufacturer serving the marble and granite countertop fabrication industry.

- Increased marketing ROI 15% through strategic SEO, SEM, and PPC optimization of Magento (Adobe Commerce) platform.
- Oversaw Acumatica ERP integration with Magento; managed inventory content across thousands of SKUs.
- Built Google Merchant Center product feed with automated Magento sync.
- Grew social media engagement 20% YOY; improved conversion rates via GA-driven A/B testing and UX optimization.
- Responsible for brand creative, print collateral, trade show materials, email campaigns, and vendor communications.

UI/UX Designer & Web Developer (Contract)

[Oak Ridge National Laboratory / KeyLogic](#) — Oak Ridge, TN | *Jan 2020 – Dec 2022*

Contract placement through KeyLogic staffing to modernize legacy enterprise interfaces for the DOE's flagship national laboratory, with teams spanning Oak Ridge and Palo Alto.

- Designed UI/UX for new web-based authentication and interface systems bridging modern platforms with existing legacy infrastructure — improving access for thousands of researchers and engineers.
- Integrated ServiceNow and JavaScript libraries into interface workflows; contributed frontend development alongside design responsibilities.
- Worked within Agile methodology — scrums, cross-functional review cycles via Microsoft Teams, coordination with subject matter experts across departments.

Web Developer & Software Developer

[RNK Distributing](#) — Knoxville, TN | *Jan 2018 – Dec 2019*

Sole developer for a specialty embroidery and sewing supply distributor carrying Floriani, Jenny Haskins, and Quilters Select brands.

- Developed custom e-commerce platform designed to handle thread inventory, pattern sales, and barcode-integrated pick-and-sort fulfillment.
- Built mobile app enabling customers to catalog and cross-reference embroidery thread collections by color and brand — including competitor color matching via RGB value database.
- Managed Google PPC campaigns and social media marketing to support the brand's hobbyist community.

VP Marketing & Technology (Creative Director)

[Zoom Tan / Hyperion](#) — Naples, FL | *2009 – 2018*

Scaled company from 3 locations to 100+ nationwide following major angel investment. Served as principal architect of all creative, brand, digital, and technology infrastructure for nearly a decade.

- Architected proprietary SMS marketing platform using PHP/GDlib barcode generation, Twilio API integration, and real-time POS redemption tracking — predating commercial solutions. Drove measurable same-day sales lifts across 100+ locations.

- Co-developed three generations of POS infrastructure: web-based LAMP + Java applets → Android tablet with custom UI (built from scratch in under four weeks with no prior Android experience) → Raspberry Pi running fully custom in-house MVC framework.
- Designed custom hardware enclosures (3D-printed) for tanning bed controllers developed in-house; handled remote IT support for 100+ locations via VNC.
- Built in-store technology systems: tablet window displays for dynamic messaging, 65" LCD screens behind every register with real-time POS-triggered content updates.
- Directed all national TV commercials (Comcast), radio, digital billboards, print, social, email, and in-store brand experience simultaneously — in-house.
- Managed multi-million dollar annual marketing budget across all channels; drove 20% increase in lead generation through SEO, SEM, and PPC.
- Negotiated and managed co-branded partnership with Germain Arena and Florida Everblades hockey team.
- Led cross-functional teams: graphic designers, software developers, field marketing staff, and production partners across all markets.

Webmaster & Multimedia Specialist

[Shell Point Retirement Community](#) — Fort Myers, FL | 2006 – 2009

Shell Point is one of Southwest Florida's premier luxury continuing care retirement communities, serving 2,000+ residents on a private peninsula in the Gulf of Mexico.

- Built and managed resident portal and public website including event calendars, dining menus, and excursion schedules for a community of 2,000+ residents.
- Architected IP-based video streaming system enabling snowbird residents to securely watch the community's daily CCTV news program remotely, with date-based retrieval and password authentication.
- Contributed graphics, 3D animations, set design elements, and motion graphics for the on-site daily CCTV news channel production.
- Produced editorial illustrations and assisted with page layout for the community's monthly full-length print magazine.

Marketing Director & Graphic Designer

[Dionas Whelchel Properties](#) — Knoxville, TN | 2003 – 2006

Full-spectrum marketing for a real estate developer specializing in condo-hotel properties and resort developments including a luxury lakefront community in Bean Station, TN.

- Directed all creative: architectural renderings, 3D visualizations, in-room CCTV video, email campaigns, websites, print, and magazine advertising.
- Developed illustrated site plan graphics that became the primary sales tool for developer and investor presentations.
- Built booking-enabled website for condo-hotel properties; managed email marketing to realtors with co-op compensation offers.

Designer & Illustrator

[Cotleur & Hearing Landscape Architects](#) — Jupiter, FL | 2001 – 2003

Landscape architecture and planning firm serving major South Florida residential and commercial developers.

- Created illustrative digital planning graphics translating complex CAD site plans into compelling, accessible documents for city councils, developers, and lay audiences.
- Produced 3D architectural pre-visualizations and animations for large-scale development projects including Toll Brothers, Pulte Homes, DiVosta, and Abacoa (Jupiter Farms).

- Produced advertising, websites, and marketing collateral for major South Florida real estate and development clients including Florida DOT beautification projects.

Image Specialist & Special Projects Lead

[IPIX \(Internet Pictures Corporation\)](#) — Knoxville, TN | 1998 – 2000

IPIX developed proprietary 360° virtual tour software combining dual fisheye photography with custom dewarping and stitching technology.

- Selected as project lead for special assignments requiring cross-disciplinary technical and creative skills unavailable elsewhere in the department.
- Produced digital assets for *Star Wars Episode I* (Lucasfilm), *Three Kings* (Warner Bros.), and *Sleepy Hollow* (Paramount).
- Built IBM HotMedia tech demo — a direct competitor to Macromedia Director/Flash — proving platform viability to enterprise clients.
- Developed 3D animation and real-time VR demos; led teams producing immersive virtual tour experiences for Toyota, Ticketmaster, UT Knoxville, and major hotel brands.

Founder & Creative Director

[Powers Advertising, Inc.](#) — Remote / Knoxville, TN | 1997 – Present

Independent creative practice running parallel to full-time roles throughout career. Brand identity, web design, graphic design, print, video, and digital marketing across industries.

- Long-term clients include Graham Corporation (Knoxville) and others across real estate, professional services, retail, food and beverage, and home services.
- Notable projects: Drew Estate BLACKENED — Shade to Black cigar line (Metallica collaboration) go-to-market strategy and product launch presentation.

EDUCATION

Art Institute of Fort Lauderdale · Bachelor of Arts, Visual Communication (Advertising Design & Multimedia) · 1995 – 1997

The King's Academy · West Palm Beach, FL · 1982 – 1994

CERTIFICATIONS

Google Guaranteed · Google · Issued Jan 2024

Foundations of User Experience (UX) Design · Google · Issued Jul 2024

NOTABLE CLIENTS & PROJECTS

Oak Ridge National Laboratory (DOE) · University of Tennessee / Neyland Stadium · Star Wars / Lucasfilm · Paramount · Warner Bros. · Toyota · Carnival Cruise Line · Philip Morris / Marlboro (via Leo Burnett) · Zoom Tan (100+ locations) · Toll Brothers · Pulte Homes · DiVosta Homes · Florida DOT · Shell Point Retirement Community · Graham Corporation · Drew Estate / Metallica (BLACKENED)