

CHARLES ADIUKWU, JR

CREATIVE DIRECTOR & CONTENT STRATEGIST

I'm an award-winning multidisciplinary creative leader skilled in telling compelling stories that set brands apart from their competitors. My background for the last ten years has focused on the strategy and creative direction of content that drives action, with a passion for leading highly creative teams. My personal focus on developing brand trust through storytelling has given my clients and past employers the upper hand in the competitive marketplace.

EXPERIENCE

Founder/Head of Content - The Game Fanatics | DEC 2009 - PRESENT

Gaming lifestyle blog & community representing diversity in the gaming space. With over 75k fans, 50k monthly readers, and 2.7m views I created one of the Top 100 game blogs in the world.

- » Assembled and led a team of independent content creators to produce high-quality blog posts, social content, live streams, and podcasts.
- » Developed content production workflow and infrastructure for remote content production based on monitoring and interpreting daily SEO patterns.
- » Responsible for brand development and setting the overall strategy and direction for all content.
- » Led 2018 rebrand and website overhaul, including website usability study, leading to a 33% reduction in bounce rate.
- » Management of branded content development, content partnerships, and trade show coverage.
- » Created successful digital retargeting campaign and doubled site revenue in 2017.

Managing Partner & Head of Creative - Fanatical Mind Creative | FEB 2017 - PRESENT

Cost-effective content production for brands, businesses, and causes. Responsible for client acquisition and hands-on management of creative projects.

- » Responsible for creative direction and strategy of client projects, including small to medium-sized businesses and brands in need of innovative content strategies.
- » Consult with clients to identify their challenges, present (and sell) creative solutions, and execute marketing strategies.
- » Established content creation workflow for managing remote contractors and tracking project budgets, deadlines, and milestones.
- » Cultivated and manage relationships with key vendors, contractors, and clients.
- » Manage a team of remote creatives to deliver design, video, and content creation services for clients.

Director of Content - XFL - Houston Roughnecks | SEP 2019 - APR 2020

Prior to COVID-19 shutdown, head of content & digital media for start-up spring football league. Responsible for content strategy, production, and distribution, as well as all digital and social initiatives for the Houston Roughnecks.

- » Hired and developed a team of content creators including social media editors, video producers, graphic designers, and copywriters to create, optimize, and distribute content to digital and broadcast platforms.
- » Developed brand voice and content launch strategy which led the league in impressions (150M+), video views (20M+), and fan growth (0 - 250K+ followers across Facebook, Instagram, Twitter, TikTok, and Snapchat) over the course of the truncated inaugural season.
- » Created and designed #ForTheH campaign which led the league in weekly fan engagement.
- » Utilized audience analytics to develop content strategies aimed at increasing website traffic and social media growth.
- » Developed content production workflows, editorial calendars, and shared task lists to enable more efficient collaboration and support the creation of ultra-access fan-first content.
- » Worked with internal stakeholders including web designers, league officials, and marketing executives as well as external partners to develop and execute effective content strategies and social campaigns.
- » Collaborated with national broadcasters on content marketing strategies and with on-air talent to create broadcast-exclusive team content.
- » Worked closely with corporate sales to generate revenue through content opportunities and support the monetization of digital content.

Head of Content/Head of Production - Mainline Esports | OCT 2018 - AUG 2019

Esports startup. Responsible for managing content and production departments to deliver stellar content across broadcast and digital platforms.

- » Director and Producer of ESPN's Collegiate Esports Championship: Countdown television series.
- » Director and Producer of ESPN's College Esports Championship live global broadcasts.
- » Host and Producer of weekly esports television series, The META.
- » Responsible for hiring, training, and management of content production staff including social media editors, show producers, writers, and editors.
- » Consulted on studio production buildout including vendor selection, set appearance, gear recommendations, and hardware/technical needs.
- » Responsible for translating marketing objectives into clear creative strategies.

CONTACT

Email: hi@mrcharlespowers.com

Website: mrcharlespowers.com

Phone: (713) 510-3420

SKILLS

Branding & Creative Strategy: 9 years of experience building and personalizing brands - generating campaigns and creative for brands and those that matter to them.

Content Production: 7 years of broadcasting with a mixture of live production and post-production experience. Produced content for: ESPN, XFL, Houston Dynamo, Twitch, Fox Sports, Cadillac.

Marketing: Marketing-focused storyteller with a focus on translating data and analytics into actionable insights. Experienced in customer engagement & retention, lead generation, social media marketing, SEO, PPC, all in an effort to help brands dominate in a digital world.

Leadership: Passionate about leading highly-creative teams to achieve company objectives. Experience managing diverse teams in deadline driven environments, establishing career development programming, and leading cross-functional team collaboration.

Software: Adobe After Effects, Adobe Premiere, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Google Suite, Microsoft Office, WordPress, Google Analytics, AdSense, Adwords, SEMRUSH, Moz., MailChimp, Buffer, Sprout Social, HootSuite, HubSpot, InVision, StudioBinder, Shoflo.

EDUCATION

Digital Media | University of Houston

Visual Design Certification | Adobe

Adobe Video & Audio Mastery | Train Simple

Growth-Driven Design Certification | HubSpot

Inbound Marketing Certification | HubSpot

Social Marketing Certification | HootSuite

INDUSTRY AFFILIATIONS

Media Alliance Houston Member | since 2014

AIGA Houston Member | since 2015

Adobe Certified Expert | since 2015

CHARLES ADIUKWU, JR

CREATIVE DIRECTOR & CONTENT STRATEGIST

EXPERIENCE (cont'd)

- » Oversaw profitability, deliverables, timelines, and budgets.

VP of Creative/Creative Director - SiteJab | APR 2018 - SEP 2018

Responsible for the creative leadership and operations of a fast-paced digital marketing agency with clients across various industries from CPG to lifestyle, healthcare, retail, and more.

- » Responsible for the direction of SiteJab / Clutch Creative brands.
- » Managed day-to-day operations of the creative department overseeing social media, design, web design, and marketing.
- » Implemented organizational structure and workflow for accomplishing multi-faceted projects.
- » Led creative pitches for campaigns and new business.
- » Director and Producer on commercial services provided to clients.
- » Worked with account executives to ensure campaign objectives, production timelines, and budgets were met.
- » Pitched and negotiated new business deals accounting for the largest client acquisition in company history.

Marketing Director - The Hive Society | FEB 2014 - MAR 2018

Board member and head of marketing for 501c3 nonprofit advocating philanthropy through music, culture, and the creative arts

- » Responsible for brand identity, marketing strategy, advertising budgets, and marketing collateral.
- » Developed strategic communication plans that increased stakeholder awareness.
- » Planned and strategized marketing activities, including activations, benefits, and special events.
- » Supervised designers, copywriters, and video producers.
- » Led agency's digital partnerships and key stakeholder relationships, establishing partnerships with media organizations including Google, Facebook, and iHeartRadio.
- » Implemented website redesign leading to 30% higher retention rate of visitors and readers.
- » Created marketing collateral in support of agency's awareness, brand identity, and donations.

Sr. Graphic Designer/Art Director - BakerRipley | MAR 2017 - MAR 2018

Responsible for the effective visual communication of one of the nation's top 1% of nonprofits, using visual design and videos to tell the story of the agency and its work.

- » Brand keeper and creative lead for the marketing department.
- » Led major rebrand process, including a rename and large-scale design overhaul across print, digital, and at over 60+ locations (signage, murals, landmarks, and marketing collateral).
- » Collaborated with the board & senior leadership to develop the agency's key messages into visuals.
- » Worked on design projects across departments and with external vendors and agencies.
- » Cut marketing costs by bringing video production in-house and procuring gear and equipment.
- » Responsible for visual storytelling: shot, produced, and edited stories and promo videos.

Assoc. Creative Director - KUBE TV Houston & KDOC TV Los Angeles | APR 2012 - MAR 2017

Responsible for the creative direction as well as traditional and digital media of two rapidly growing independent television station in two top-ten markets.

- » Supervised production of client commercials and in-house promotional videos.
- » Responsible for company brand identity, including print, web, and graphic design.
- » Led transformation to digital-first approach which included website overhaul & digital pitch decks.
- » Collaborated with sales department to create and provide sales collateral including custom pitch videos, slide decks, and infographics.
- » Responsible for promotion of station programming including weekly high school football games, ACC Basketball, ACC Football, Southland Football, and special events.
- » Trained, mentored, and supervised production team (including producers, designers, & interns).
- » Managed 6 figure marketing budget to drive engagement through digital, social, and offline.
- » Directed external agency and team of freelance creatives through numerous campaigns.
- » Spearheaded pilot streaming program, leading to new segment of viewers & increased revenue.

Sr. Design Manager - Forward Marketing | FEB 2011 - APR 2012

Leadership of design & marketing agency catering to CPG, Legal, and Oil & Gas clients.

- » Responsible for management and growth of UX and Design teams
- » Worked closely with sales team to ensure all visual creative was on-brand while meeting clients goals and expectations.
- » Responsible for budget & schedule of projects, including management of vendors & freelancers.

Visual Design Consultant - Freelance | AUG 2008 - FEB 2011

Graphic design, web design, and digital marketing for various clients.

- » Conceptualized and designed marketing collateral: templates, brochures, white papers, infographics, and billboards in collaboration with various clients.
- » Established brand identities including logos, stationery, presentations, and brand guidelines.
- » Wireframed and designed websites and applications.

RECOGNITION

SXSW Phat Startup Panel Speaker | 2014

Employee of the Year, Titan Broadcasting Company | 2015

SXSW Nerdist Panel Speaker | 2015

American Advertising Federation Panel Speaker | 2019

Best in Sports Social Media (SBJ) | 2020

Work Featured in: Houston Business Journal, ABC, CBS, ESPN, Houston Chronicle, FOX, Bleacher Report, Yahoo Sports, Houston Chronicle, Houston Press, Variety, Texas Monthly, Barstool, SB Nation

*References available upon request.
Open to relocation.*