

CHARLES ADIUKWU, JR

CONTENT & COMMUNICATION LEADER

I love to tell stories, I love connecting with people, and I'm fascinated by teams and brands that are passionate about those same things. My background for the last ten years has focused on the strategy, creative direction, and marketing of content that drives action and humanizes brands. With hands-on content creation experience, I thrive in fast-paced environments, and I'm seeking to provide my expertise and collaborate with a team of smart, purpose-driven colleagues.

EXPERIENCE

Head of Marketing/Content Manager - Counter Logic Gaming | JAN 2021 - PRESENT
Esports organization owned by MSG, comprised of teams in League of Legends, Fortnite, Apex Legends, Smash Bros, CSGO and content creators reaching over 30M fans.

- » Responsible for developing content and channel strategies and identifying fan development opportunities increasing engagement by 40% YTD.
- » Leadership and direction of internal creative teams through season launches, content strategies, and branded content production including global brands like Samsung, Logitech, and Bud Light.
- » Refined and established workflow and structural processes.
- » Oversight of content across all digital touch-points, including social media, website, and live events.

Founder/Head of Content - The Game Fanatics | DEC 2009 - JAN 2021
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.

- » Managed a team of 15 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.
- » Leadership and management of branded content development, content partnerships, and trade show coverage.
- » Created successful digital retargeting campaign and doubled site revenue in 2017.

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.

- » Spearheaded a team of creative talent and content creators to create, optimize, and distribute content to digital and broadcast platforms.
- » Collaborated regularly with brand stakeholders to develop the brand voice and social community.
- » Responsible for content launch strategy and editorial calendar 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.
- » Worked closely with corporate sales to generate revenue through unique sponsorship opportunities and support digital content monetization.
- » 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 collaborative task management tools to enable more efficient collaboration and support the creation of ultra-access fan-first content creation.
- » Worked with internal stakeholders, including web designers, league officials, and marketing executives as well as external partners to develop and execute compelling content strategies and social campaigns.
- » Collaborated with national broadcasters on content marketing strategies and with on-air talent to create broadcast-exclusive team content as seen on ESPN and FOX Sports.

Managing Partner & Head of Creative - Fanatical Mind Creative | FEB 2017 - APR 2020
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 and marketing strategies.
- » Consulted with clients to identify their challenges and develop creative concepts to meet their marketing, content, and social media needs.
- » Established content creation workflow for managing remote contractors and tracking project budgets, deadlines, and milestones.
- » Cultivated and managed relationships with key vendors, contractors, and clients.
- » Managed a team of 4 remote creatives to brainstorm, problem-solve, and deliver on creative

CONTACT

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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: 10 years of content creation experience including - content strategy, content development, broadcasting, commercial production, live production, editing & post production, vlogging, and overall video strategy. 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, Adobe Spark, Canva, Final Cut, Google Suite, Microsoft Office, WordPress, Google Analytics, AdSense, Adwords, SEMRUSH, Moz,, MailChimp, Buffer, Sprout Social, HootSuite, Tweetdeck, HubSpot, InVision, StudioBinder, Shoflo, Asana, SocialBakers, Tableau, InVision.

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

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EXPERIENCE (cont'd)

solutions for clients.

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.

- » Responsible for translating marketing objectives into clear creative strategies.
- » Developed and led content strategies and execution, with emphasis on content monetization.
- » Director and Producer of ESPN's Collegiate Esports Championship series.
- » 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, procurement, and hardware/technical needs.
- » Ensured all content and marketing campaigns aligned with brand standards.
- » Oversaw profitability, deliverables, timelines, and budgets.

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.
- » Responsible for event marketing, email marketing, activations, benefits, and special events.
- » Supervised creative team to execute on timely marketing deliverables.
- » 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.

Art Director/Sr. Designer - 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 agency's story and its work.

- » Served as brand keeper and creative lead for the marketing department.
- » Led significant 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 key messages into visuals.
- » Collaborated across departments to discover, capture, and share the agency's best stories on regular basis.
- » Cut marketing costs significantly by establishing in-house video production workflows.
- » 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 marketing approach which included website overhaul & digital pitch decks.
- » Collaborated with the 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).
- » 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 leadership of UX and Website Design teams.
- » Responsible for translating client needs into actionable creative briefs.
- » Responsible for budget & schedule of projects, including management of vendors & freelancers.
- » Worked closely with the sales team to ensure all visual creative was on-brand while managing clients goals and expectations.
- » Responsible for budget & schedule of projects, including management of vendors & freelancers.

INDUSTRY AFFILIATIONS

Media Alliance Houston Member | since 2014

AIGA Houston Member | since 2015

Adobe Certified Expert | since 2015

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 Nominee (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.*