



**TOM POWELL**  
Suffolk, Virginia  
**757-285-7454**

**OBJECTIVE ~**

To manage a business discipline that focuses on practical and creative techniques in all marketing activities and resources; to help develop unique brands that result in gaining market share.

**QUALIFICATIONS ~**

Nearly twenty (20) years as a creative brand advocate for clients in the retail, service, hospitality, travel and education industries.

**SKILLS ~**

- Create, produce and schedule multi-media campaigns across all marketing platforms including traditional (TV, radio, direct mail, outdoor, print) and new mediums (online, web, social, viral, guerilla, mobile apps).
- Create and manage Search Engine Optimization (SEO) campaigns, all platforms of Social Media marketing, Web and New Technology campaigns.
- Manage creative and accounts services staff. Manage processes from concept and inception to production and placement of all marketing campaigns.

**WORK HISTORY ~**

- 1996-2012 *President and Creative Director, The Addison Group - a full service advertising, marketing and public relations agency*
- 1994-1996 *Art Director, Virginia Graphic Design - a boutique graphic design an advertising company*

**PASSIONS ~**

Family; Community involvement and leadership; Coaching youth sports

**EDUCATION ~**

BS in Communications  
Pensacola Christian College