

# Michael Powell

## Creative Director

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## Experience

**Creative Director, The Weather Channel, An IBM Business, IBM Watson, IBM Developer Marketing, Atlanta, GA; 2017-Present**

**Creative Director, J. Walter Thompson, Atlanta, GA; 2015-2017**  
Creative leadership in branding efforts for the US Virgin Islands Dept. of Tourism, SCANA Energy, Pennzoil, and US Marine Corps.

**Associate Creative Director, 22squared; 2011-2015**  
Creative leadership in all branding efforts as AOR for Baskin Robbins, Southeast Toyota, Costa Rica Tourism, Aaron's and the PGA Tour Superstore.

**Associate Creative Director, Moxie; Atlanta, GA — 2010-2011**  
Creative leadership for Verizon in all digital branding needs.

**Associate Creative Director, Hauser Group; Atlanta, GA — 2005-2010**  
Art Direction, Graphic Design, and Creative Direction in print, broadcast, Digital Social, and in-store for EarthLink, Georgia Natural Gas, CheerWine, Mythic Paint, Wild American Shrimp.

**Art Director, Foote, Cone & Belding; San Francisco, CA — 1999-2005**  
Art Direction in print and broadcast for Dockers, Taco Bell, Janus Mutual Funds, Zima, Coors Light, AT&T Wireless, Microsoft UltimateTV, Lucas Arts, SFMOMA, Fujitsu, Blue Shield of California and Sega.

## Education

Bachelor of Arts in Art Communications at Florida Southern College  
Art Direction & Marketing at Portfolio Center, Atlanta GA  
Art Direction & Marketing at Creative Circus, Atlanta GA

## Skills

Concept and design. Technical skills in: Mac OS, Adobe Photoshop CC, Adobe Illustrator CC, Adobe InDesign CC, Adobe After Effects CC, Final Cut Pro, Apple Motion, Keynote, PowerPoint, and 3D environment apps.