



GEIGER POWELL

I'm a professional with over 12 years of experience in graphic design, marketing, branding, social media, ecommerce, event planning, website development, asset creation, digital media marketing, and more. Also a pretty funny dude.

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SPEAKING & GROUPS

DIY Beer Fest: Staging a Kickass Beer Event Spoke on panel with other leaders in craft beer at Craft Brewers Conference in Portland, Oregon. 2015

Social Media Giants Panel Discussed social media strategies on panel with other local businesses like the Tampa Bay Buccaneers & Tampa Bay Lightning

Tampa Bay Beer Week Founding member of TBBW, plus a voting member of the executive board. 2014

PRESS

Created the popular meme "Party Parrot" Not only that, I was interviewed about it: mashable.com/article/party-parrot-creator

"The Art of Creating Craft Beer Labels" Interview The Tampa Bay Times talked to me about making beer labels: tinyurl.com/2p883k9x



EXPERIENCE

MAGNANIMOUS BREWING

Creative Director

May 2020-Present

Launched the brewery and the Magnanimous brand and controlled all creative pursuits, resulting in a brand beloved by die-hard craft beer fans in the Tampa Bay area and beyond.

Initiated and executed all graphic design projects, working with both raster and vector elements to produce a diverse lineup of deliverables for both digital and print use in the CPG sector: beer cans, bottle labels, apparel, sell sheets, presentations, menus, and all other merchandise. Ensured a cohesive visual representation of the Magnanimous brand.

Lead all marketing strategies, driving key efforts in customer resonance that lead to the opening of two new breweries and taprooms.

BARPRODUCTS.COM, INC.

Digital Marketing Specialist

Nov 2016-Mar 2020

Guided the visual identity of all graphic elements for new products for the BarProducts websites and Amazon, leading to increased customer engagement. Captured authentic in-use shots of products and produced mock-ups for all SKUs in our robust inventory.

Lead the Craft Beer Bonus program, whose purpose was to orchestrate strategic initiatives to increase sales in all craft beer-related items on the websites and Amazon. Paired these strategies with market trends and found a dramatic increase in sales across the board.

Shot and edited all video and audio content, producing multimedia deliverables for web and social media for store items that required more targeted marketing, leading to increased customer engagement.

CIGAR CITY BREWING

Marketing Manager

Mar 2011-Oct 2016

Established the creative narrative of the Cigar City brand, maintaining precise brand standards and ensuring consistency in the representation of all visual elements in dozens of large markets all over the USA.

Produced a wide spectrum of graphic and branding elements for the company, including all packaged beer, apparel, sell sheets, decks for presentations in front of distributors and large retailers, wraps for cars and delivery trucks, etc., while following the brand standards I created.

Successfully lead marketing efforts in being the first Florida-based brewery to sell beer exclusively packaged in aluminum cans, disrupting a stubborn market that believed good beer was only available in bottles. This led to a dramatic increase in our sales and an even more dramatic shift in the sales of all craft beer in Florida and across the country.