



GEIGER POWELL

I have over 14 years of professional experience in graphic design, creative lead, branding, packaging, asset creation, social media, ecommerce, event planning, website development, digital media marketing, and more. Also a pretty funny dude.

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HIGHLIGHTS

Super Bowl LIX Commercial

Created the graphic elements seen in Cirkul's 2025 Super Bowl commercial featuring Adam Devine

Brand Guru for Magnanimous Brewing

Head honcho on all branding and design for one of Florida's most award-winning breweries

Created the popular meme "Party Parrot"

Not only that, I was interviewed about it in 2018: mashable.com/article/party-parrot-creator

Tampa Bay Beer Week

Founding member of TBBW, plus a voting member of the executive board. 2014

"The Art of Creating Craft Beer Labels" Interview

The Tampa Bay Times talked to me about making beer labels: tinyurl.com/2p883k9x

EXPERIENCE

CIRKUL

Graphic Designer

Jan 2024-Present

Creates emails for audience of 250,000+ subscribers. Digital assets for organic and paid social media. Packaging design for flavors, variety packs, and accessories sold in-store in Walmart, Target, Costco, Sam's Club, and hundreds of grocery stores. Digital PDP assets for Amazon, Target, Walmart, and DrinkCirkul.com

In 2025, worked on Cirkul's Super Bowl LIX commercial that was aired during the first quarter of the game and viewed by 127.7 million people.

MAGNANIMOUS BREWING

Creative Director

May 2020-Jan 2024

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.

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.

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.