

# SIMEON POWERS

simeonpowers@gmail.com

754.281.8061

[www.linkedin.com/in/simeonpowers](http://www.linkedin.com/in/simeonpowers)



Product manager experienced in the entertainment and advertising industries who excels in achieving stakeholder goals, detailed roadmapping, and creating market informed strategy. Milestones are achieved through strong communication, organization, and problem-solving skills and complemented by transparent documentation and training. Proficient in UI/UX design, creative authoring tools, and data analysis.

## EXPERIENCE

### **Sizmek | Los Angeles, CA**

Product Manager - Creative | May 2017 - January 2019

- Coordinated the engineering team from initial scope to completion on 10 projects a quarter ranging from display, social, video, and in-app for use within the ad server, DSP, and DMP.
- Created and streamlined internal documentation and processes to increase efficiencies in ongoing work.
- Produced marketing materials for internal and external releases. Met with clients to onboard onto the Sizmek suite of products and hosted internal training sessions that increased confidence in product knowledge.

Creative Manager | May 2015 - May 2017

- Connected client's data and key objectives with ad executions that would accomplish their campaign's unique goals.
- Provided mock ups and storyboards to illustrate the path forward and what type of impact to anticipate.
- Developed solutions that helped existing and future products align with the current market's needs.

Senior Designer | October 2014 - May 2015

- Designed and developed social rich media ads across Facebook, Twitter, Tumblr, Google+, and Pinterest.

### **The Bully Project | Manhattan, NY**

Creative / Accountant | May 2012 - October 2014

- Designed and created promotional materials for the FYC and social outreach campaign.
- Oversight of demographic research, social media advertising, budgeting, writing copy, and graphic design of internal materials.
- The social outreach campaign coordinated funding, transportation, and screenings for 1 million students in schools across America.

### **Animation Collective | Manhattan, NY**

Production Intern | January 2012 - April 2012

- Cleaned up casting stills, production assistant on set, transcribed meetings, and archived storyboards.

## EDUCATION

### **Savannah College of Art and Design | 2007 - 2011**

Bachelor of Fine Arts in Film and Television

## TECHNICAL SKILLS

Adobe Creative Suite

Microsoft Office / Google Docs / Keynote

HTML5 / CSS / JS

Gantt Charting / Project Estimation

Premiere / Final Cut Pro / AVID

Color / Compressor