
Alex Powell

Graphic Design, Photo, Video, and Creative Direction

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AlexPowellArt.com

SKILLS

- Graphic Design
- Photography
- Videography & Editing
- Creative Direction
- Social Media & Content Strategy
- Team Building & Management
- Brand Building & Management
- Project Management
- Leadership

EXPERIENCE

Texas State Football - *Director of Creative Media*

April 2022 - May 2023

- Hired to elevate Texas State's brand and creative to that of a Power Five conference team
- Duties included overseeing all photo, video, graphic design content as well as social media strategy efforts. Included coordinating, designing, planning, and running photoshoots for promotional and recruiting visits.
- Recruited and managed a team of eight student interns to build out creative staff. Created an environment that was fun and enjoyable for the interns and put an emphasis on their growth and development as creatives.
- Upon official hiring in April 2022, became the youngest full-time Creative Director in the D1 FBS at 20 years old.

Pro Football Focus - *Graphic Design Intern*

June 2021 - May 2022

- Brought in as an attempt to grow a small, already established creative team.
- Workload included up-to-date news graphics, jersey swaps, data templates, article headers/graphics, social media templates, promotional ads, and more.
- Given full creative freedom when creating new templates or other possible social and promotional type graphics.
- Demonstrated how to work within PFF's already established brand as well as elevating and improving it.

Indiana State Football - *Director of Creative Media*

June 2019 - March 2022

- Charged with coordinating, creating, and maintaining visual brand for recruiting, social media, print, marketing, and any other creative needs for the team.
- Workload included all graphic design, videography, and photography content produced. Did not have any help with content until the 2021 fall season.
- Depended on to develop, create, coordinate, and execute photoshoots, photoshoot sets, and interviews for all recruiting and promotional needs.
- Led and managed a team of two creative interns.

Indiana State Athletics - *Graphic Design Intern*

December 2019 - March 2022

- Hired after the athletic department wanted to rebrand all of athletics social media with the same branding that was created and used for the football team.
- Tasked with creating a new visual identity to be used for social media, promotions, advertisements, print, and any other medium requiring design.
- Collaborated with the marketing department and social media team to develop a consistent brand that showcased the teams and athletes while also staying true to the Sycamore brand.
- Branding is still currently being used today for all sports.

Portland State Football - *Lead Graphic Designer*

May 2016 - June 2019

- Hired as a sophomore in high school to be a remote lead designer for the team.
- Tasked with creating a brand new visual identity for the team to be used for social media, recruiting, print, advertisements, and anything else requiring design.
- Led all design efforts for two seasons and three National Signing Days.
- Given full creative freedom with all graphics created. All designs are original ideas and execution.
- Employed while still in high school and playing on four varsity sports teams.

EDUCATION

Indianola High School (IA) - *Class of 2019*

Indiana State University - *Fall 2019 - Fall 2021*

Pursued Bachelor's Degree in Fine Arts with 2D Art concentration

REFERENCES

- **James Sherman**, Assistant AD - Football Operations at Texas State University - jts114@txstate.edu
- **Connor Anderson**, Assistant AD - Chief of Staff at Texas State University - csa66@txstate.edu
- **Craig Smith**, Chief of Sports Development at Signing Day Sports - craig@signingdaysports.com
- **Adam Dennison**, Director of Football Operations at Indiana State University - adam.dennison@indstate.edu
- **AC Patterson**, Football Offensive Coordinator at Portland State University - acp5@pdx.edu

SOCIAL MEDIA

TWITTER - [@VikingGraphics](https://twitter.com/VikingGraphics)

INSTAGRAM - [@VikingGraphics](https://www.instagram.com/VikingGraphics)

WEBSITE - AlexPowellArt.com

PUBLICATIONS

The Athletic -

<https://theathletic.com/824088/2019/02/18/alex-powell-17-year-old-iowa-college-footballs-biggest-edits/>

Indianola Independent Advocate -

https://www.indianola-ia.com/news/indianola-senior-gets-national-attention-for-his-on-and-off/article_99e80054-441d-11e9-9c29-87c222a5ad95.html