case powell

ADVERTISING & SALES

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PROFILE

A loyal, results-driven, detail-oriented creative with a passion for strategic research and selling. After five years occupying a role in retail management, experiencing success and developing valuable sales and communication skills, I'm looking to make a career change that utilizes my professional skill set more effectively. I'm seeking an entry level position in the Advertising or Sales industry with the intention of building a long, successful and fulfilling career.

WORK EXPERIENCE

2021 – Present

Sport and Outdoor Captain (Hardlines ASM)

Dick's Sporting Goods, Seattle WA

- Began as a part-time cashier/bike technician and now hold a salaried role in management.
- Responsible for twelve direct reports, including hiring, firing, and career development.
- Analyze and drive metrics in sales, customer satisfaction, shrink, digital fulfillment and loyalty.

2023 (On-Site Contract)

Advertising Strategist, Designer

St. Martin Twelve Meter Racing, St. Martin

- Implemented profitable marketing strategies through digital advertising and local partnerships.
- Presented a campaign deck targeting a new client base via relevant platforms for board approval.
- Implemented a new website, visual branding concepts, copy and a budgeted media plan.

2020 – 2022

Football Recruiting Designer

University of Oregon Athletic Department, Eugene OR

- Developed digital and print graphics to be used in recruiting literature and on official player visits.
- Directed photo shoots and shot visual assets alongside other department creatives.
- Effectively marketed the most innovative collegiate football program in the country.

EDUCATION

Bachelor of Science in Advertising and Design
University of Oregon · 2021

PROFESSIONAL DEVELOPMENT AND COURSES

Career Development and Selling Skills Seminar
2025 - Dick's Sporting Goods

Advanced United States Media Law
2021 - University of Oregon

LANGUAGES

English (Native) · Mandarin (Conversational)

EXTRACURRICULAR

I. Contract Graphic/Web Design
II. Youth Basketball Coaching
III. Fashion Design
IV. Illustration

TECHNICAL SKILLS

Research and Analysis · Adobe Creative Suite · Selling and Sales Strategy · Project Management · Brief and Campaign Development · Copywriting · Negotiation

SOFT SKILLS

Hunger for Success · Communication · Attention to Detail · Collaboration · Time Management · Self-Motivation