



JACOB POWELL

ANALYTICAL MINDSET AND CREATIVE SPIRIT
IN SYNCOPATION

PROFILE

Curious and self-starting team player with an outgoing, positive demeanor and proven skills in establishing rapport with clients. Motivated to use relationship skills, analytical prowess, and strong communication ability to maximize customer success and support teams. Timely, meticulous, and goal-oriented with passion for music, self-development, and helping others.

A quick study with endless curiosity and a background in music, media, and business.

CONTACT

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📍 821 Cameron St

Indianapolis, IN 46203

REFERENCES



JEFF MIKITKA

Head of Client Partners

Spotify / Chicago

Jeffreypmikitka@gmail.com

708-250-3133

"Jacob left a deep impression on our team with his extraordinary ability to excel at virtually every challenge we tasked him with. He also had an incredible penchant to genuinely connect with people both internally and externally in a manner that stood head and shoulders above his peers."

EXPERIENCE

Sales Coordinator

Spotify

2017 - 2019

Worked with FP&A and Sales to redesign reporting processes customized to meet executive needs. Created internal instructional videos for adopting new sales processes. Managed Directory of Central accounts and disseminated relevant news to sales teams and split partners. Analyzed quarterly data to understand successes and adjust for deficiencies. Onboarded new hires by telling them access company resources and understand operational cadences. Planned and hosted client appreciation events that strengthened relationships through engagement and resulted in new business and retention. Managed administrative logistics of events planning, including timeline coordination, contract signing, fee collection, event booking and promotions.

Linehaul Coordinator

Part-time work during pandemic.

FedEx Ground

2020 - Current

Promoted twice in 6 months, from Package Handler to Trainer to Linehaul Coordinator.

I manage driver logistics while acting as their first POC of contact for onsite problem solving.

Professional Drummer

Carnival Cruise Lines

2019 - 2020

Built rapport with guests throughout trips to create personalized experiences, leading to the advancement of our ship's entertainment ranking.

Played drums, aux. percussion, and provided lead/background vocals for rock/funk/r&b/disco/jazz genres.

Private Instructor & Band Director

School of Rock LLC.

2019 - 2020

EDUCATION

Bachelor of Arts: Marketing, Minor: Percussion

Anderson University - Anderson, IN

2012 - 2017

Graduated magna cum laude

Awarded Falls School of Business's "Outstanding Marketing Student"

Led bands for rehearsal and school-wide chapels



RICK MOORE

Music Director
Carnival Cruise Lines
dirklo@gmail.com
209-768-1167

"Jacob was a pleasure to work with and a valuable member of my team. He consistently sought out ways to go above and beyond for the team, and excelled as a performer and rhythm section player. Jacob would bring a positive attitude and a skilled background to any team."



JERRALD FOX

Professor of Global Business
Anderson University
jmfox@anderson.edu
765-617-4361

"Jacob reads widely and brings an excellent foundation of knowledge and communication skills to all settings that I have observed, both academic and professional. He is imaginative and works to bring creative approaches to solving problems and creating new opportunities.

A man of great ambition and integrity, I am anxious to watch him continue to develop as a professional and leader in the years ahead."

MUSIC INDUSTRY

Performing

Played 500+ shows across 44 states and 7 countries with cover bands and original groups like Indianapolis's "Joshua Powell & The Great Train Robbery", "The Indigos", and Chicago's "CELLRS." Performed on the main stage at Lollapalooza with iconic rap duo, "Run The Jewels." Production, writing, and recording credits (vox/drums/keys) on multiple projects for Midwest artists/rappers Drums and runs Ableton tracks for weekly church broadcasts.

Promoting/Marketing

Spotify:

Planned VIP experiences for Ad Sales clients at Rap Caviar shows in conjunction with Spotify's Live team. Designed landing pages for events and used gathered data to engage with existing & prospective customers. Offered swag and socially shareable moments at events to leverage guests as brand ambassadors.

Bands:

Researched local news sources (papers/blogs/event calendars) and sent custom press kits while on tour to build awareness for upcoming shows.

INTERESTS

Learning Music

For gigs: Music by artist 'Heart' and helping write/rehearse originals
For fun: Practicing cocktail-style jazz piano for American standards

Listening to Music

All Time Favorites: Steely Dan, EW&F, John Mayer
Rediscovering: Led Zeppelin, Sylvan Esso
Local Finds: Clint Breeze & the Groove

Reading

Current Reads: 'Feeling Good' by Dr. David Burns, 'The Girl with the Dragon Tattoo'
Favorites: 'Fahrenheit 451', 'Breakfast of Champions', 'Freakonomics', 'Boundaries' by Henry Cloud

Yoga & Meditation

I practice Vinyasa yoga and meditation to foster presence and peace for myself and others. I have enjoyed exploring Aerial yoga and guided meditation courses as means of expanding my practice.