



JEFF BOWMAN

919-412-1070 • jeff@bowmancreative.com • [LinkedIn](#) • bowmancreative.com

CREATIVE LEADER

Award-winning, global creative director awaking the soul of brands so they live out their true vision. Creator of brands that are both beautiful and impactful. Director of integrated, cross channel marketing campaigns that increase engagement, impact and sales. Builder of passionate and dynamic creative teams. Hands-on creative/art director, designer and strategic storyteller in multi-platform digital, print and media formats. Thought leader, speaker and mentor in the brand, design, advertising and marketing communities.

Executive Creative Director

Bowman Creative

Raleigh, NC, July 2019 - Present; Jan. 2002 - Sept. 2014

- Increased sales 20% for The Carolina Inn, winning both ADDY Gold and Neenah Perfect 10 national design contests, elevating brand to luxury hotel status
- Developed turnkey brand identity programs for GSK, integrated digital campaigns and content for Allscripts
- Creative content creation for multiple Blue Cross Blue Shield marketing campaigns, including ads, direct mail, specialty items, award-winning exhibits and even animated stadium ribbon board advertising
- Designed every conceivable type of integrated campaign for diverse clients using UX, print, digital, guerrilla, B2B and B2C collateral, PR, annual reports, trade shows, TV, video, radio ads, exhibits, etc.
- Industry thought leader/speaker: "Your Brand—The Screenplay" at 2019 Global Innovation Summit.

Director of Creative Services, Multimedia

Communications

RTI International

Durham, NC, March 2016 - June 2019

- Executive creative direction on brand, marketing and communications
- Developed creative and brand-based content for a broad variety of audiences and platforms
- Creative director on high-profile projects for global, government and NGO clients such as The MacArthur Foundation, NYC Dept. of Health, FYSB, SAMSHA, NSDUH, NIH, and the US Dept. of Justice, etc.
- Led creative ideation throughout teams and projects

- Directed the Design, Video and Web (UX/UI) teams within the Multimedia Communications Group
- Developed, motivated and managed the creative teams, their processes and work flows
- Initiated creative project management staff positions as well as creative processes for all teams
- Coordinated freelance talent, outside agencies, production houses and vendors
- Led creative brand discovery workshop and designed integrated campaigns for the NYC Dept. of Health
- TELLY Award for "Building Blocks" video for MacArthur Foundation. Leading team as part of a total brand development from scratch, naming, UX/UI, content, program structure and video
- NC SPIRIT AWARD for United Way's "Our Money Needs Calculator." Led creative strategy, and teams on integrated UX/UI application and campaign, naming, branding and writing
- Gave "Brand Storytelling" presentation at NASA's Jet Propulsion Lab in 2017.

Senior Vice President Creative Director

Lewis Advertising

Rocky Mount, NC, September 2014 - March 2016

- Created integrated campaign for UNC Health Care Weight-loss Surgery, increasing sales more than 30%
- Renaming, branding, TV, digital, UX and ad campaigns for Carteret Health Care that increased awareness and engagement more than 20% overall
- Consistent marketing success from creative direction, brand strategy and integrated campaigns for complete roster of diverse clients.



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Vice President of Marketing and Public Relations

Third Degree Advertising

Durham, NC, April 2012 – December 2012

- Managed credit union new business vertical through trade shows, online, thought leadership channels and social media using SalesForce integration
- In this short-term, eight-month position, increased "CU Savvy" social media engagement more than 20% and e-newsletter subscription more than 10%
- Won large, new credit union contract.

Creative Director

The Catevo Group, PR & Advertising

Raleigh, NC, November 2008 – November 2009

- Developed creative brand strategies, ad campaigns, print collateral, interactive design and successful B2C and B2B integrated campaigns including UX, TV and radio concepts and production for a diverse set of clients such as BCBSNC, MEMA, John Deere, Lilly and Sirchie Criminal Investigative Products, etc.
- TV campaign creation, writing and art direction for Inclusive Health
- Team mentor to junior staff
- Creative and branding process creation for staff

Creative Director

The Stone Agency

Raleigh, NC, March 2007 – November 2008

- Gold, Silver and Bronze ADDY Awards for Blue Cross Blue Shield TV campaigns
- Led a built-from-scratch team that designed all creative assets in three languages for The Body Shop, Inc's North American retail stores for over a year
- TV creative direction, strategy, writing and art direction for PSNC and national CARQUEST TV campaigns
- Brand strategy for Coastal Federal Credit Union "We Share" TV brand campaign: Writing, art directing and design of all integrated campaigns and brand assets
- Consistently pitched, won and executed multiple cross channel, integrated campaigns that increased sales for entire agency's diverse client roster.

Creative Director

Ogilvy & Mather

Durham, NC, January 2004 – March 2010

- Created original branding, digital and print campaigns for PPD's Biologics Center of Excellence
- Art directed/designed for IBM, Kodak and Lenovo
- Developed CRM and PURL campaigns for PPD China and Ireland market expansions
- Awarded for top three highest scoring PPD ads in "Contract Pharma" magazine

SOFTWARE/TECHNICAL

Expert user of Adobe Creative Suite and Microsoft Office. Video and photo art direction and production. Experience in Salesforce, HuiteSuite, Hubspot, Mural, social media marketing, SEO and WordPress.

EDUCATION

- **Behavioral Economics Immersion**
Marketing & Insights, Certificate Program
Yale University School of Management
- **Heroic Public Speaking CORE Training**
8 week online course, 2-day immersive
- **BFA in Communication Arts, Cum laude**
East Carolina University, Greenville, NC
Major: Graphic Design; Minor: Illustration

AFFILIATIONS

AIGA (Program director 2003-2005), AMA Triangle, One Club for Creativity, SEO Meet-up, UXPA (UX Y'all 2020 social media marketing team)

INTERESTS

Mentoring (Journeymen Triangle, chapter founder), athletic movement, hand balancing, theatre, speaking, art, music