



# J E F F B O W M A N R É S U M É

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

VISIONARY CREATIVE LEADER awaking the soul of brands so they live out their true vision. Award-winning creator of brands both beautiful and impactful. Director of integrated, multi-channel marketing campaigns that increase brand engagement, impact and sales. Builder of passionate, dynamic creative teams. Hands-on creative/art director, designer and strategic storyteller. 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 while elevating brand to luxury hotel status
- Built turnkey brand identity programs, integrated digital campaigns and content for GSK and Allscripts
- Creative content creation for multiple Blue Cross Blue Shield marketing campaigns using print 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," 2019 Global Innovation Summit, Raleigh.
- 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 workshops 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 the creative strategy and teams on the integrated UX/UI application and campaign, naming, branding and writing
- Gave "Brand Storytelling" presentation at NASA's Jet Propulsion Lab in 2017, Pasadena, CA.

## Director of Creative Services, Multimedia Communications Group (video, design, web)

### RTI International

*Durham, NC, March 2016 - June 2019*

- Executive creative director 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

## 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%
- Carteret Health Care re-brand. TV, digital, UX and ad campaigns increasing engagement more than 20%
- Hardee's OOH regional, breakfast campaign success
- Consistent marketing success from creative strategy and integrated campaigns in diverse industries like tourism, retail, restaurants, healthcare, etc..



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## Vice President of Marketing and Public Relations

### Third Degree Advertising

*Durham, NC, April 2012 – December 2012*

- In this short-term, eight-month position, managed credit union new business vertical through trade shows, online, thought leadership channels and social media using SalesForce integration
- 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, Eli Lilly and Sirchie Criminal Investigative Products, etc.
- TV campaign creation, writing and art direction for Inclusive Health brand introduction
- 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 brand identity, 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, Miro, Mural, Click-up (PM), social media marketing, SEO, Constant Contact, MailChimp 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), Interactive Design Foundation

## INTERESTS

Mentoring (Journeymen Triangle, group mentoring for teenage young men. Triangle chapter founder and board president, mentor), athletic movement, hand balancing, theatre, speaking, art, music