

# bowman creative

J E F F B O W M A N

AWAKEN THE SOUL OF YOUR BRAND

BRAND STRATEGY • CREATIVE DIRECTION • ART DIRECTION • WRITING • GRAPHIC DESIGN

Jeff Bowman • [jeff@bowmancreative.com](mailto:jeff@bowmancreative.com) • 919-412-1070 • [bowmancreative.com](http://bowmancreative.com) • LinkedIn

## Blue Cross and Blue Shield OF NC

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Anti-Obesity Campaign. TV, print, integrated campaign to drive folks to web site to make positive changes. This is positively the sweetest, juiciest TV production/photo shoot that I've ever art directed.

- ADDY Gold and Bronze – BCBSNC anti-obesity, "Fair Trade," national TV > [Watch Here](#)
- ADDY Silver – BCBSNC 75th anniversary, "Heritage," national TV > [Watch Here](#)
- 2009 ADDY Bronze – BCBSNC PSA TV > [Watch Here](#)

See more BCBSNC TV commercials and more:  
> [YouTube Channel](#) or  
> [bowmancreative.com](#)

Writer:  
Brad Preslar,  
Jeff Bowman  
The Stone Agency  
TV Production/Photo:  
David Mcnamara, The Collective



Remember when you didn't know  
what "obesity" meant?

Feel that way again.

Make a change today.

[www.betterhealthnc.com](http://www.betterhealthnc.com)

a message from  BlueCross BlueShield  
of North Carolina

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GSK: PPD's Center of Excellence

Brand development campaign to publicly introduce the Center of Excellence, a state-of-mind, "virtual" center as well as a "place" represented by physical locations around the world.

Advertising, integrated campaign conceptualization and design. Spread and single page ads produced. Also, designed web banner ads, e-mail landing pages, informational publications. Creative direction to internet team on web site and video production.

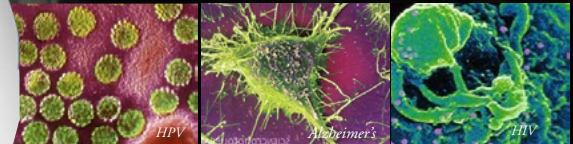
- Brand campaign design and strategy
- Print advertising campaign
- Web banner ad campaign
- E-mail blasts, landing pages
- Sales publications
- Web site creative direction
- Video creative direction

Writer: Josh Frimow  
 Agency: Ogilvy & Mather  
 Client: GlaxoSmithKline (GSK)

PPD VACCINES & BIOLOGICS CENTER of EXCELLENCE



In this fight,  
 good enough  
 isn't good  
 enough.



Infectious disease. Cancer. Illnesses that attack the central nervous system. You'll stop at nothing to overcome killers like these. And neither will we.



An immunoglobulin G antibody, designed to attack foreign objects such as toxins, bacteria and viruses.

That's why we marshaled our extensive forces to create PPD's Vaccines & Biologics Center of Excellence – a first-of-its-kind laboratory network specifically designed to support your vaccine and biologic programs from discovery through development.

Established with an unwavering commitment to continuous improvement, the Center integrates two decades of laboratory expertise, a vast collection of assays and world-class bioanalytical, cGMP and global central laboratory facilities – so we can streamline

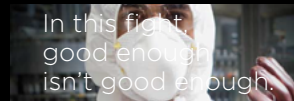
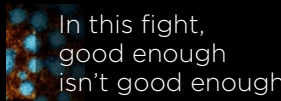
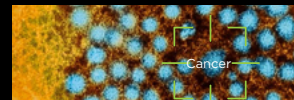
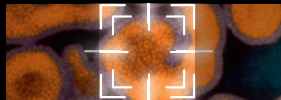
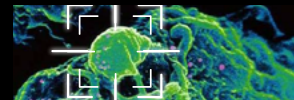
processes, facilitate concurrent use testing and speed the introduction of life-saving vaccines and biologics. Let's talk about focusing our end-to-end capabilities on your targets. Because as far as we're concerned, this is a fight to the finish.

biologics.ppd.com  
 vinny.andaloro@ppdi.com  
 602-944-7150



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print spread ad



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 www.bowmancreative.com

web banner ad

## CARQUEST TV Spots

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### Everything on the Line

Primary Target: Technicians

Secondary: Consumers using technicians

### Every Part Matters

Primary Target: DIY consumers

- Strategic (creative brief) directions
- TV script writing
- Creative / art direction of TV spots
- Multiple product TV spot adaptations
- See the TV spots by clicking on the links above the thumbnail images >

Jeff Bowman: Writer, creative/art director

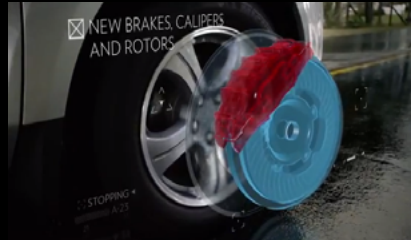
Production: Fortify: Atlanta, GA

Agency: The Stone Agency

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[Everything on the Line > Watch Here](#)

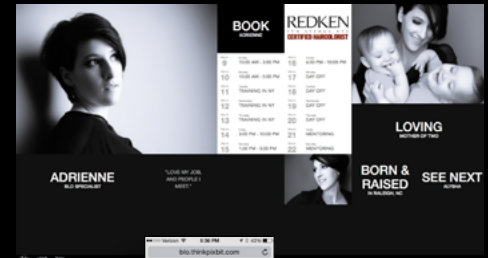
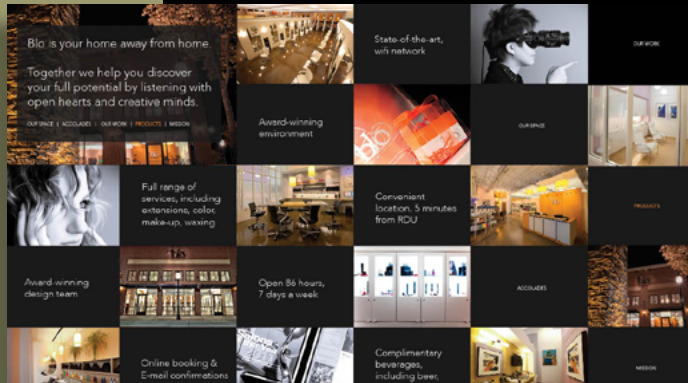
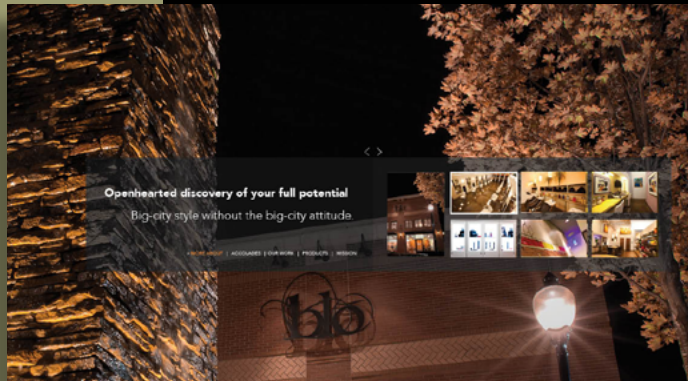


[Every Part Matters > Watch Here](#)



# Blo Salon Web Site

Unique, innovative web design for JustBlo.com. Brand strategy and design for web site for this premier hair salon: User-friendly UX for desktop, tablet and mobile designs in custom and responsive templates.



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## Coastal Federal Credit Union Brand/TV

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"We Share" integrated, branding campaign

- Brand strategy / tag writing and design
- TV / radio script writing
- Creative / art direction of TV spots



*we share.*

- Multiple product TV spot adaptations
- Brand Style Guide development
- VIP TV spot also written / art directed
- See TV spot on > [Watch Here](#)

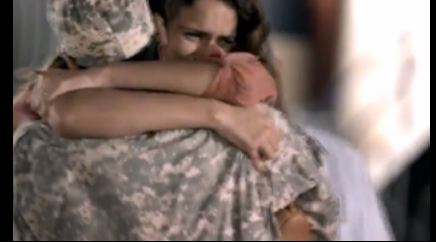
Jeff Bowman: Strategy, writer, creative/art director

Production: Fortify, Atlanta, GA

Agency: The Stone Agency

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National brand development for bipolar awareness. Branded, integrated design campaign including visual brand identity creation from scratch, web site design, collateral publications, event flyers, programs, posters, advertising, POP displays, PR elements for traveling speaking tour.



I'm no expert. I'm not a doctor, or a teacher. But I know more than I have listened to hundreds of their own stories.

No two people with bipolar disorder are exactly alike, and no one can tell you how to well. **SUN** may be **CREATING** any of us.

My own path to wellness was not a straight line, nor was it always moving, nor was it always my own work of becoming. I planted all kinds of seeds for myself and sought health, I kept trying. I risked big and dreamed big one day at a time.

But the path to wellness is not a straight line. There were many detours, but many of them were

**DETOUR**  
TO WELLNESS

Information for people living with bipolar disorder

**BIPOLAR DISORDER IS A DETOUR**

Not a dead end

Now where is your destination?



I'm Lizzie Simon,  
I live in Brooklyn, NY.  
I'm twenty-eight years old,  
and I live with bipolar disorder.  
And this is what I've learned.

I didn't know that being diagnosed with **BIPOLAR DISORDER** was a **DETOUR** and not a dead end.

**diagnosis.**

neighbors, sons and daughters,  
every day we are artists, writers,  
We are full human beings

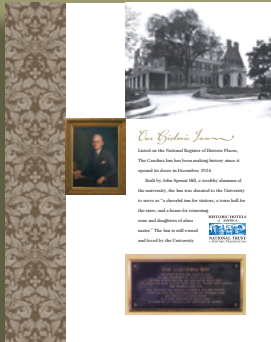




## The Carolina Inn

An elegant showcase for an elegant, historic, four-star inn. A capabilities kit with Wedding and business versions, 16-pages perfect bound and french folded, plus covers, fly sheets, and pocket folders. A part of a total re-branding of the Inn's image.

- GOLD ADDY, Brochure Series
- Winner, Neenah Paper, National Perfect 10 competition



## The Body Shop, Inc

Design and production design coordination for the North American division of The Body Shop, Inc., a global retail chain in the beauty, bath and body industry for one year.

Creative production design for the majority of the retail marketing components including; windows, tables, FSUs, perimeter, gondolas, make-up stands, tills, and others for USA, Canada, French Canadian, and Mexican (Spanish) stores. Plus, design of sales sheets, direct mail and advertising materials.

Built a creative team from scratch for this international brand. The team of 2-5 designers, including self, completed an average of 600-800 components per month.



**THE BODY SHOP®**

**WE'RE HAVING  
A MAKEOVER.**

COME BACK AND CELEBRATE OUR NEW LOOK  
WITH \$10 OFF A \$30 PURCHASE

# THE BODY SHOP®

## New Limited Edition Japanese Cherry Blossom



Naturally at The Body Shop and nowhere else  
[thebodyshop.com](http://thebodyshop.com)



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## My Independence Day Campaign

Integrated campaign to promote surgical weight loss for Nash Health Care including strategy, micro site, four TV spots, radio, outdoor, and print.

- Strategy
- TV scripts
- Creative TV ads
- Creative/art direction on micro site

Jeff Bowman: Creative/art director/writing

Larry Chesney: Writing

Fred Arnold/Lou Rigsbee:

Print art direction/design support

TV Production: Forty Five Studios

Atlanta, GA

Agency: Lewis Advertising



My Independence Day > Microsite/TV



My Independence Day Out-of-Home

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## Carteret Health Care Brand Campaign

Complete renaming/branding campaign for Carteret Health Care including internal micro-site/video, [web site](#), TV spots, radio, outdoor, digital and print.

- Strategic planning
- Logo/ID/system design
- TV script writing
- Creative direction of TV spots
- Direction on Microsite

Jeff Bowman: Creative/art director/writing  
 Larry Chesney: writing  
 Fred Arnold/Lou Rigsbee:  
 Print art direction/design support

TV Production: Forty Five Studios,  
 Atlanta, GA  
 Agency: Lewis Advertising



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What  
 outside the box  
 looks like.



Formerly Carteret General Hospital | 3500 Arendell St, Morehead City, NC 28557 | (252) 499-6000

At a glance, you can see the results of our innovative thinking. More importantly, you can touch, feel and experience it. Within these walls, you have access to a specialty pavilion like none you've ever seen. One that houses a state-of-the-art Cancer Center and Women's Center, as well as a Progressive Care and Critical Care area. There are also extended services for inpatient dialysis and a new cardiac catheterization lab.

This is thinking outside the box - new ideas borne of compassion. It's what drives us here at Carteret Health Care.

[CarteretHealth.org](http://CarteretHealth.org)



We're raising our level of care faster than **98.5%** of medium-sized community hospitals nationwide.

With the completion of the new Carteret Health Care facility, our community now has access to the latest advances in medical care. But behind the scenes, other improvements have been taking place all along.

Like every hospital, we strive for quality care. In our case, we strive harder than most. In fact, of 959 medium-sized community hospitals nationwide, we're improving faster than almost all those in our category.

Based on a recent independent study\* that grades hospitals based on patient experiences, Carteret Health Care continues to improve in almost every area - from raising the standards of patient communication and patient safety to reducing wait time and re-admittance rates.

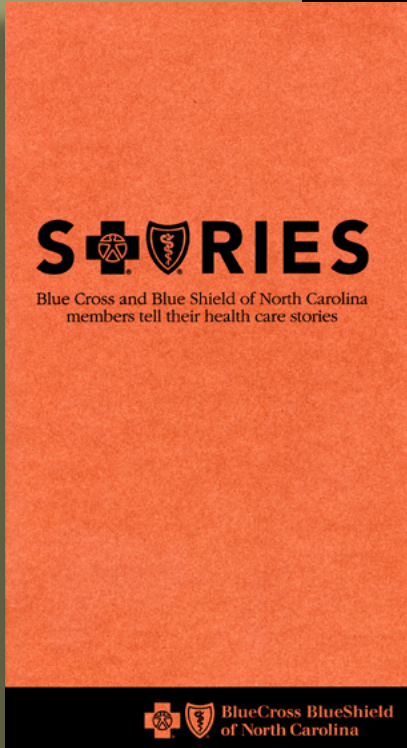
By constantly providing improved facilities, technology and patient care, we will continue to get better - top to bottom, inside and out.



\*The most of the HCHealthLab.com is to provide a standardized survey instrument and data collection methodology for measuring patient perspectives on hospital care. The HCHealthLab.com contains 20 patient perspective on care and patient only items that encompasses how the hospital communicates with their representatives of hospital staff and management. Information about medicine, discharge information, operations of the hospital environment, quality of the hospital environment, a transaction of care. \*\* - Based on a recent independent study.

## BCBNC Packaging

BCBSNC's impressive, award-winning TV commercials of members telling their true stories needed appropriate packaging. Inspiration came from the simple, powerful stories themselves and the people telling them. Designed word mark for all materials. Inside of booklet printed in black and metallic bronze ink. DVD booklet cover is bronze metallic with black only. DVD label in Black and White.



## The Blue Cross and Blue Shield of North Carolina 2004 Brand Image Campaign

### Situation

In the first half of 2003, Blue Cross and Blue Shield of North Carolina (BCBSNC) faced a continued stream of negative media attention. Despite a 95.5 percent brand awareness rating, consistent improvement in customer satisfaction scores, and the largest consumer membership in the state, our public perception was suffering. Frequent media stories negatively highlighted:

- Our attempts to convert to a for-profit company
- Emergency room claims issues
- Our cash reserves
- The industry trend toward increasing health care costs

### Goal

Combat negative attention and increase positive public perception of BCBSNC and its business practices through a targeted communications campaign.

### Stakeholders

- Decision Makers
- Legislators
- Regulators/DOH
- General Public
- Consumers
- Media

### Preparation

**Polling** - We regularly poll NC citizens on our approval rating "to do business."  
**Focus Group Testing** - We spoke with consumers and decision makers to gauge their opinions of BCBSNC, and to learn what we needed to address in our communications.

### Strategy

Develop a targeted communications campaign across several forms of media highlighting the BCBSNC brand promise and how it directly impacts everyday consumers. Position BCBSNC as



## Neesha Allen

"Here was this healthy, swimming, vivacious, happy, tan, tan little boy. And then the next minute, he was going in for seven hours worth of brain surgery.

And he says, 'Mommy quit crying. I'm going to be fine! Just quit crying.'

After the seven hours, the neurosurgeon came in and said, 'It was a whopping tumor!' And I'll never forget that as long as I live.

We had a case worker from Blue Cross Blue Shield. She didn't want money."

**"She didn't want my Blue Cross Blue Shield card, which now could be bronzed. She just wanted to be there to know what Hunt needed. She wanted to know what I needed."**

"We were able to get through the most horrible time in our lives. And now I have my little boy back."

See Neesha's story on the enclosed DVD, track #2

**Neesha Allen**  
Wilmington, NC  
Member 7 years  
7 year old son survived brain surgery

BCBSNC about their positive

of numerous attention that the results. Albert's videos, and award

on makers. The their emotional they evoked information on they were not aware

ooks of the campaign

ally and externally

**BlueShield**  
arolina

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**creative**

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Innovative health care designed around you: | bcbnc.com

**BlueCross BlueShield**  
of North Carolina

## Brand/Trademarks/Identity Development

### Cort Furniture Rental

Logo redesign for national retail brand. Brand design for stationery, company-wide communications, advertising, exterior signs, and truck graphics.

### CortFolio

Sub-brand design of unique 3-D, sales package

### Carteret Health Care

Complete rename/re-brand of hospital, including brand strategy, ID design, tag line, web design and brand ad campaign

### EMPOWER

NC Electric Cooperatives logo design for program of services offered

### Credence Pictures

Complete brand design development including design of stationery, web site, and animation graphics

### Coastal "We Share"

Branding campaign: Strategy, writing, design of tag/brand standards executed in TV and radio

### GlaxoSmithKline

Brand identity design and national "DETOUR" promotional campaign. Design of publications, web site, PR, POP, event graphics and advertising

### RTI Global Gender Ctr

Creative direction of design team for groundbreaking identifying mark (Danielle Hennis, co-designer)

### Stories

Blue Cross and Blue Shield of NC (BCBSNC) sub-brand mark design

### FOOD SYSTEMS LEADERSHIP INSTITUTE

Creative direction and design for brand refresh identifying marks and logo (Danielle Hennis, co-designer)

### HEARTBEAT TV

Logo design, brand development for TV music review segment. Design of stationery, video packaging and TV graphics

### Big Life

Complete brand design development, including brand strategy and design of stationery, web site and event materials

CORT  
CORTFOLIO



EMPOWER



COASTAL  
federal credit union



S+RRIES

we share.



# howman creative

JEFF BOWMAN • RESUME

Award-winning executive creative director with proven success in idea-led, people-centered advertising as well as the development of strong creative brands. A builder of solid, diverse creative teams both in agencies and in-house. Expert in creative strategy that leads to successful marketing results. Accomplished advertising creative director, art director, designer, writer and strategic storyteller. Champion of the both the design and advertising community. Founder of a local mentoring organization for teenage young men.

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[www.bowmancreative.com](http://www.bowmancreative.com)

## CAREER ACCOMPLISHMENTS

- ADDY Gold and Bronze – BCBSNC [anti-obesity national TV campaign](#)
- ADDY Gold – Carolina Inn (Aramark) sales kit series, brochure series
- ADDY Silver and Bronze – BCBSNC 75th anniversary national [TV campaign](#) or multiple demographics
- [Carteret Health Care](#) Naming, re-branding
- [Nash Health Care bariatrics TV campaign](#) and [web site](#), highest enrollments in years
- Brand strategy for Coastal Federal Credit Union “[We Share](#)” [TV campaign](#). Brand strategy, writing and art directing of TV and radio campaign
- Write/CD of TV for [P.S.N.C.](#) and [CARQUEST](#)
- Telly Award, [Building Blocks](#), 100% Change Video Competition, MacArthur Foundation. Plus, Building Blocks Partner web site, strategy, design and development
- NC Spirit award for United Way’s [Our Money Needs Calculator](#), Creative Strategy, Writing, Branding, UX and print collateral
- Led a diverse, 37-person creative team supporting large, federal government and national foundation projects. Collaborated with marketing teams to create proactive B-to-B and award-winning marketing. Transformed academic science trapped in templates into compelling visual stories.

## PROFESSIONAL HISTORY

### Executive Creative Director

#### [Bowman Creative](#)

*RDU, NC, July '19- Present; Jan. '02 - Sept. '14\**

Broad and diverse experience creating every conceivable form of creative marketing, such as brand identity programs, web sites, print ads, collateral, PR, annual reports, exhibitions, digital/e-commerce ads/animations, TV ads, video, radio ads, etc. Go-to freelance CD for many agencies such as MSA and Stone.

*\*DBA Bowman Creative during periods between other full-time positions listed*

### Executive Creative Director, Multimedia Services Group

#### [RTI International](#)

*RTP/Durham NC, Mar. 2016 - June 2019*

Executive Creative Director of the Multimedia Communications Services Creative Group. Provides strategic creative consulting and services for all programs, internally and externally for this large, 5000 employee, international independent, non-profit scientific research institute. Manages three creative teams within the group specializing in design, video, and web. Creative direction and group management on internal brand, marketing, and corporate communications as well as a plethora of external clients.

*~continued on next page*

**Senior Vice President Creative Director**

**Lewis Advertising, Inc.**

*Rocky Mount/RDU NC, Sept. 2014 - Mar. 2016*

Senior creative direction of diverse team for a diverse set of clients. Senior creative brand strategy for all clients and agency work including comprehensive campaigns and oversight of TV/video, radio and digital campaign production. Leading planning and new business initiatives as an SVP on the executive team.

**VP of Marketing and Public Relations**

**Third Degree Advertising**

*Durham, April 2012 – Dec. 2012*

New business development, social media management, thought leadership writing, and PR outreach.

**Creative Director**

**The Catevo Group**

*Raleigh, Nov. '08 – Nov. '09*

Designed ad campaigns, print collateral, interactive design and successful B-to-B mail campaigns. Mentor to younger designers. Assistant to executive creative director in developing creative processes and brand positioning procedures. Created brand

strategies for clients, including TV creative writing/art direction.

**Director of Design/Creative**

**The Stone Agency**

*Raleigh, NC, March 2007 – November 2008*

Creative direction and design. Leader of full-time, freelance creative staff for advertising (TV broadcast, print, gorilla and interactive), design, production and marketing.

**Creative Director**

**Ogilvy & Mather**

*Durham, Jan. – Jan. '04– Aug. '10,*

Art direction for IBM, Kodak and Lenovo. Creative direction on PPD: *Major Biologics Center of Excellence brand development and campaign. CRM and advertising campaigns for China and Ireland market expansion.*

**Adjunct Professor**

**School of Communications Arts**

*Raleigh, April 2006- Sept. 2006*

"Advertising by Design" instruction.

*\*DBA Bowman Creative during periods between other full-time positions listed*

**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, social media marketing, SEO and WordPress.

**EDUCATION**

**Behavioral Economics Immersion**

**Yale University School of Management**

*Marketing & Insights, Certificate Program*

**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



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PARTIAL LIST OF CLIENTS SERVED: Hardee's, The Body Shop, Inc., Novozymes, Lenovo, IBM, Kodak, Carteret Health Care, Blue Cross Blue Shield, John Deere, Cort Furniture Rental, WhiteGMC/Volvo, Mitsubishi, Campbell's Soup, Ciba-Geigy, Golden Corral, Iams, UNC Health Care and Hospitals, W.R. Grace & Co., CooperTools, GlaxoSmithKline, Trane, Coastal Federal Credit Union, CARQUEST (Advanced Auto), Wondergro Lawn Care, Costa Del Mar Sunglasses, PSNC, The Carolina Inn, Rich-SeaPak Corp., Rhone-Poulenc (UnionCarbide), Exide Electronics, EnergyStar Homes, Uniroyal, Indigo Lakes Resorts, Southern National Bank, Wondergro Lawn Care Products, Duke Energy, MEMA, Eli Lilly and Company, Inclusive Health, Sirchie Criminal Investigative Products, TCG Consulting, CAHEC, PGx Health, PPD, Madison River Communications, Big Life, NC Electric Cooperatives, Ocean Isle Beaches, RBC Centura Bank, General Wholesale Distributors, National Power, Newcomb and Co., Misys Healthcare Systems, Wake Forest University, Baptist State Convention of NC, Trailblazer Studios, Local Government Federal Credit Union, Cablevision (many affiliates), First American Savings Bank, The First, FA, Carlyle and Co., Impel Marketing, Uniroyal, Indigo Lakes Resorts, Blo Salon, Southern National Bank, N.C. State Fair., NYC Dept. of Health, FYSB, SAMSHA, NSDUH, Dept. of Justice, MacArthur Foundation.

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*Thank You*