



## JEFF BOWMAN RÉSUMÉ

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Award-winning creative director with proven success at designing and developing strong creative brands. Expert in developing brand strategy that leads to effective, compelling design. Accomplished as an advertising creative/art director, graphic designer and writer. Experience managing design teams, including one for a large international retail company. Writer and creative director of multiple TV campaigns. Champion and mentor of the design and advertising community.

### RECENT RECOGNITION

- Complete re-brand of [Carteret Health Care](#)
- Highly successful campaign for [Nash Health Care](#) for their surgical weight loss service line resulting in highest enrollments in years
- [NC Electric Cooperatives](#) comprehensive “EMPOWER” concept, campaign
- Conceptualization, writing, art direction of national TV spots for [CARQUEST](#) and [PSNC](#)
- Brand strategy for Coastal Federal Credit Union: Positioning, writing and art directing of “[We Share](#)” TV and radio campaign
- Top three highest scoring ads for Contract Pharma – Client: PPD
- Grow Haiti charity campaign for NC Agriculture Council – Naming, branding, and fund-raising campaign, including social media, event design, public relations, and team building
- 2010 Mad Men Contest – Created widespread charity awareness through social media and PR campaign, including blog creation: [\(M\)ad Men Making Change](#).
- 2009 ADDY Gold and Bronze – BCBSNC anti-obesity national [TV campaign](#)
- 2009 ADDY [Silver](#) and [Bronze](#) – BCBSNC 75th anniversary national [TV campaign](#) for multiple demographics
- 2009 ADDY Gold – Carolina Inn sales kit series, brochure series

### PROFESSIONAL HISTORY

#### Senior Vice President Creative Director

##### [Lewis Advertising](#)

*Sept. 2014- Present*

Client brand strategy, creative direction, art direction, brand strategy, graphic design and writing.

*Clients include: Hardee's, Carteret Health Care, NC Electric Cooperatives, Nash Health Care*

#### Creative Director / Owner,

##### [Bowman Creative](#)

*RDU/RTP, NC, 2002-2008; 2009-Present*

Creative direction, art direction, brand strategy, graphic design and writing for advertising, marketing and design projects and products. Broad and diverse experience creating every conceivable form of creative marketing, such as brand identity programs, 2.0 web sites, print ads, collateral, PR, annual reports, exhibitions, digital/e-commerce ads/animations, TV ads, video, radio ads, etc.

*Clients include: CARQUEST, Coastal Federal CU, PSNC, PPD, Misy's, GlaxoSmithKline, Blue Cross and Blue Shield of NC, Wake Forest University, Trailblazer Studios, Local Government Federal Credit Union, NC State Fair and UNC Health Care System, Duke Energy and The Carolina Inn.*



## PROFESSIONAL HISTORY CONTINUED

### VP of Marketing and Public Relations

#### Third Degree Advertising

*Durham, May 2012 – Nov. 2012*

Foray, upon invitation, into new business development. Social media management, thought leadership writing, and PR outreach.

### Creative / Art Director

#### Ogilvy & Mather

*Durham, Feb. '05 – Aug. '08, Jan. – Mar, '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. Associate*

### 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. Developing creative brand strategies for clients, including TV and radio creative writing/art direction with [TV animation](#) design.

### Creative Director

#### The Stone Agency

*Raleigh, NC, March 2007 – November 2008*

Creative direction and design. Leader of full-time creative staff and multiple freelance designers. Created or supervised creative teams for advertising (broadcast, print, viral and interactive), design, production and marketing needs of the agency's clients. *Clients included: [Blue Cross and Blue Shield of NC](#), [The Body Shop Inc](#), [CARQUEST](#), [Novozymes](#), [Madison River Communications](#),*

*Trane, Big Life, RBC Centura Bank, General Wholesale Distributors, National Power, Newcomb and Co.*

### Director of Publications/Design

#### Baptist State Convention of NC

*Cary, 1991-2001*

Creative director of the in-house creative team for this \$39 million non-profit organization. Supervised full-time and freelance graphic designers, producing 450+ branding, advertising, marketing and design projects a year.

## SOFTWARE/TECHNICAL

Advanced knowledge of the latest versions of Adobe Creative Suite products (Illustrator, PhotoShop, InDesign, Acrobat) and QuarkXpress. Knowledge of all of the Microsoft Office products, including Word, PowerPoint and Excel. Proficient at designing files for Adobe After Effects, Flash, HTML, and Fireworks. Skilled with iMovie and the iLife suite for TV rough cuts.

Audited the NCSU Web Master certification program to gain more thorough web, best-practice knowledge (included HTML, XHTML, CSS, Javascript, Flash and Dreamweaver). Recently, completed a screen writing course at Burning Coal Theatre.

## EDUCATION

### BFA in Communication Arts, Cum laude

*East Carolina University, Greenville, NC*

*Major: Graphic Design; Minor: Illustration*