



## JEFF BOWMAN RESUME

www.bowmancreative.com • YouTube

919-412-1070 • jeff@bowmancreative.com • 1312 Cane Creek Dr., Garner, NC 27529

Award-winning executive creative director with proven success at developing strong creative brands and building strong, creative “a-teams.” Expert in brand strategy that leads to compelling design and marketing results. Accomplished advertising creative director, designer and strategic storyteller. Director of diverse creative teams both in agencies and inhouse. Champion of the design/advertising community. Founder of a local mentoring charity for young men.

### RECENT RECOGNITION

- Telly Award, [Building Blocks](#), 100% Change Video Competition, MacArthur Foundation. Plus, [Building Blocks Partner web site](#), strategy, design and development
- 2018 [Graphic Design USA Awards](#), creative direction on “Responding to HIV”
- 2018 Graphic Design USA Award, creative direction and brand strategy/naming on “Empower Excellence”
- NC Spirit award for United Way’s [Our Money Needs Calculator](#), Creative Strategy, Writing, Branding, UX dev. and print collateral
- [Carteret Health Care](#) Naming, re-branding
- Nash Health Care bariatrics surgery campaign, 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
- TV spots for [CARQUEST](#) and [PSNC](#)
- Top three highest scoring ads for Contract Pharma – Client: PPD, Agency: Ogilvy
- 2009 ADDY Gold and Bronze – BCBSNC anti-obesity national [TV campaign](#)
- 2009 ADDY [Silver](#) and [Bronze](#) – BCBSNC 75th anniversary national [TV campaign](#) or multiple demographics
- 2009 ADDY Gold – Carolina Inn (Aramark) sales kit series, brochure series

### PROFESSIONAL HISTORY

#### **Director, Creative Services, Multimedia Communications Group**

##### [RTI International](#)

*RTP/Durham NC, Mar. 2016 - Present*

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 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. *Partial list of external clients include: NYC Dep’t of Health, FYSB, SAMSHA, NSDUH, Dept. of Justice, MacArthur Foundation, etc.*

#### **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.

*Clients include: Hardee’s, NC Electric Cooperatives, Nash Health Care, Carteret Health Care, House Audry Mills, Scotland Health Care, Ocean Isle Beach, and Builder’s Discount Centers*



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### 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.

#### Director of Design/Creative

##### 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.

#### Creative Director / Owner,

##### Bowman Creative

*RDU/RTP, NC, 2002-2008; 2009-2014*

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: Misys, 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.*

### SOFTWARE/TECHNICAL

Advanced knowledge of the latest versions of Adobe Creative Suite products (Illustrator, PhotoShop, InDesign, Acrobat). 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 for TV rough cuts.

### EDUCATION

#### BFA in Communication Arts, Cum laude

*East Carolina University, Greenville, NC*

*Major: Graphic Design; Minor: Illustration*

#### Behavioral Economics Immersion

*Yale University School of Management*

*Marketing & Insights, Certificate Program*