



JEFF BOWMAN RESUME

919-412-1070 • jeff@bowmancreative.com

LinkedIn • bowmancreative.com

Award-winning executive creative director with proven success at developing strong creative brands as well as building strong, creative teams. Expert in creative strategy that leads to compelling design and successful marketing. Accomplished advertising creative art director, designer and strategic storyteller. Director of diverse creative teams both in agencies and in-house. Thought leader in the design and advertising community. Founder of a local mentoring organization for teens.

CAREER ACCOMPLISHMENTS

- ADDY Gold – [BCBSNC TV campaign](#)
- ADDY Gold – Neenah Perfect 10 – [Carolina Inn](#), Sales kit, brochure series
- TELLY Award – [Building Blocks](#), 100 & Change Video Competition, MacArthur Foundation. Strategy, design, video and UX
- NC SPIRIT AWARD – United Way's [Our Money Needs Calculator](#). Creative strategy, writing, branding, UX and print collateral
- ADDY Silver and Bronze – [BCBSNC 75th anniversary national TV campaign](#) for multiple demographics
- Carteret Health Care – Naming, branding, campaign, web, TV, digital
- [Nash Health Care bariatrics surgery campaign](#) – highest enrollments in years, campaign, web, TV campaign, digital assets
- Brand strategy for Coastal Federal Credit Union "[We Share](#)" TV campaign. Brand strategy, writing and art directing of TV and radio campaign, brand guidelines
- TV spots for [P.S.N.C.](#) and [CARQUEST](#)
- Lead a diverse, 37-person creative team. Delivered successful creative solutions for a large scientific research organization that worked with large, federal government and national foundation projects. Collaborated with brand, marketing and communications stakeholders as well as external partners to create proactive marketing. Transformed the creative work from a production model into a strategic, story-telling model.

PROFESSIONAL EXPERIENCE

Executive Creative Director

[Bowman Creative](#)

RDU, NC, July '19- Present; Nov. '09 - 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. *Direct clients included: Misys, GlaxoSmithKline, Blue Cross and Blue Shield of NC, Wake Forest University, Trailblazer Studios, Local Government Federal Credit Union and The Carolina Inn.*

Director, Creative Services

[RTI International](#)

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

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



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PROFESSIONAL HISTORY, CONTINUED

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 Audrey Mills, Scotland Health Care, Ocean Isle Beach, and Builder's Discount Centers.

Creative Director

The Catevo Group, PR & Advertising

Raleigh, Nov. 2008 – Nov. 2009
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.

Director, Design/Creative

The Stone Agency

Raleigh, NC, March 2007 – Nov. 2008
Creative direction and design. Leader of full-time, freelance creative staff for advertising (TV, print, gorilla and digital), design, production and marketing. Freelanced regularly before and after the dates given.
Clients: The Body Shop, Inc., Blue Cross and Blue Shield of NC, CARQUEST, PSNC, TechNet Auto, Coastal Federal Credit Union and Novozymes.

Creative Director

Ogilvy & Mather

Durham, Feb. 2005 – Mar. 2007
Creative art direction for IBM, Kodak and Lenovo. Creative direction on PPD (intermittant perma-lancer): Major Biologics Center of Excellence brand development and campaign. CRM and advertising campaigns for China and Ireland market expansion.

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 and HTML. Experience with Salesforce, Hubspot, 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, AMA, One Club for Creativity