



JEFF BOWMAN RÉSUMÉ

919-412-1070 • jeff@bowmancreative.com

LinkedIn • bowmancreative.com

I seek to awaken the soul of a brand so it lives its true vision. I do this by helping businesses play outside of their preconceived boxes. This has led to award-winning creative with powerful business impact. I've built strong creative teams to do the work both in agencies and in-house as an advertising creative director, designer and strategic storyteller. I deliver thought leadership to my local advertising and design communities. I also mentor others both professionally and personally.

CAREER ACCOMPLISHMENTS

- ADDY Gold – [BCBSNC TV campaign](#)
- ADDY Gold, Neenah Perfect 10 Winner – [Carolina Inn](#), Sales kit, brochure series
- ADDY Silver and Bronze – [BCBSNC 75th anniversary national TV campaign](#) for multiple demographics
- TV spots for [PSNC](#) and [CARQUEST](#)
- Top three highest scoring ads for Contract Pharma – Client: PPD, Agency: Ogilvy
- Carteret Health Care – Strategy, 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
- 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/UI and print collateral
- Transformed the creative work at RTI International from a production model into a strategic, story-telling model creating bold solutions that made for successful marketing.
- Keynote speaker at the Global Innovation Summit during the 2019 Raleigh Innovation Week. Also, on-call, stand-by speaker at The Internet Summit 2019. Topic: “Your Brand: The Screenplay. How to use principles of screen writing to make your brand binge-worthy.”

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, UX/UI web, 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

Executive Creative Director of the Multimedia Communications Services Creative Group. Provided strategic creative consulting and services for programs, internally and externally for this large, international scientific research institute. Created a diverse 37-person creative group, leading three teams specializing in design, video, and web. Creative direction, group management, and cross-divisional collaboration on internal brand, marketing, and corporate communications as well as a working with large, federal government and national foundation projects.

Partial list of external clients include: NYC Dept. 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

Creative direction 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, cross-platform campaign production. Leading planning and new business initiatives as an SVP on the executive team.

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

VP of Marketing and Public Relations

Third Degree Advertising

Durham, May 2012 – Nov. 2012

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

Creative Director

Ogilvy & Mather

Durham, Jan. – Mar, '10, Feb. '05 – Aug. '08

Creative 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.

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. Developed creative brand strategies for clients, including TV and radio writing/art direction.

Creative Director

The Stone Agency

Raleigh, NC, March 2007 – Nov. 2008

Creative direction and design. Leader of full-time, freelance creative staff for advertising work in 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.

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, HuiteSuite, Hubspot, 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 (NC Triangle Chapter), One Club for Creativity (NYC), SEO Meet-up (NC Triangle Chapter), SEO Meet-up, UXPA Meet-up

INTERESTS

Mentoring (Journeymen Triangle), handstands, athletic movement, theatre, speaking, art, music