

CARRIE L. BOWMAN

Content Brand Manager • Graphic Designer • Marketing Coordinator and Creative Services Manager
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PROFILE

Accomplished content brand manager and creative strategist with a proven track record coordinating multi-channel communications from concept to execution, independently and collaboratively. Skilled in strategic storytelling and crafting targeted messaging for diverse audiences in both consumer and executive sectors. Experienced across industries including e-commerce, retail, manufacturing, finance, and tech—with award-winning results in revenue growth, cost savings, and brand impact.

SKILLS

Project Management (Asana, Trello) | Adobe Creative Suite | Microsoft Office Suite (PowerPoint, Excel, Word) | Print & Packaging Design | Layout, Typography & Color | Prepress & Production Management | Vendor Management & Cost Estimating | Brand Strategy | Creative Direction | Content and User Design | Copywriting | Email Marketing (Klaviyo) | Interactive & Digital Design | Social Media | E-Commerce (Shopify) | Website Design | Motion Graphics | Video Editing | Figma | Canva | Google Analytics and Workspace | Wordpress | CRM Ecosystems (Salesforce) | AI Tools | Asset Management (Adobe)

EXPERIENCE

Content Manager, [City Bonfires®](#), Rockville, MD (Freelance, Remote) | 02.2025 – Present

Manage and create content for startup, viral, made-in-the-USA portable fire pit brand with 2M+ units sold.

- Produce packaging, trade show graphics, social media content, and email campaigns supporting brand growth.
- Achieved 50–75% open rates on major email campaigns.
- Grew Facebook/Instagram revenue by 146%.
- Authored blog posts that ranked in the top 10% of most-viewed Shopify store content.

Content Manager, [The Chair Blanket™](#), Rockville, MD (Freelance, Remote) | 10.2024 – Present

Foundational launch team member for patent-pending, outdoor chair cover brand. Co-designed the original logo; architect of the full visual, UX/UI, and cross-channel content ecosystem.

- Drove 8.9-23.8% click-to-purchase conversion rates on high-intent email campaigns.
- Helped deliver 76% year-over-year revenue growth (sold out 6 times; 70,000+ units sold) and a 79% increase in product/landing page traffic (162,000+ sessions).
- Partnered on Shark Tank pitch ideas and set design that led to an on-air deal with Robert Herjavec.
- Contributed to Top 10 Promotional Product Honors selection at the 2026 PPAI Expo trade show.
- Oversee website, packaging, print collateral, e-commerce assets, social media, and trade show materials across DTC, promotional, distribution, and retail channels.

Content Manager, [Coleman® by BackHome Products](#), Scottsdale, AZ (Remote) | 04.2024 – 02.2025

Served as lead graphic designer and content strategist for the official Coleman-licensed grill and fire pit brand distributed in the United States.

- Designed the BackHome Products logo and built brand presence from zero across seven social platforms.
- Reached 807K users on Facebook and 141K on Instagram within 90 days of launch; generated 153K+ views on a branded product YouTube Shorts video.
- Delivered packaging, trade show graphics, email campaigns, product description pages, and French-language assembly sheet versioning.
- Coordinated approvals through the Coleman brand portal.

Content Manager, [Angelle Media](#), Washington, D.C. (Freelance, Remote) | 08.2020 – 08.2025

- Lead content strategy, UX writing, video editing, SEO, motion and static graphics, email copywriting, editorial calendars, website design, social media, and analytics.
- Clients include [DC Global Planning](#), [MightyMeals](#), [City Bonfires®](#), [Bean Bag Bakery](#), [E-Roller](#), and [Foundation Fitness](#).

Website & Content Manager, [MerchantPro Express TEXAS](#), Brookshire, TX (Freelance) | 03.2020 – 06.2022

- Designed and maintained the website, social media presence, and advertising.
- Developed branded sales and marketing collateral, including fillable onboarding forms, sell sheets, presentations, indoor/outdoor signage, and proposal templates.

Special Projects, Advertising, [Star Furniture](#), Houston, TX | 08.2014 – 06.2020

- Directed multichannel initiatives for print, social media, display ads, e-commerce, blog, Salesforce, asset management, and website projects for a 10-location omnichannel Berkshire Hathaway-owned furniture retailer.
- Acted as web content team leader for website conversion, overhaul, education, and training.

Senior Graphic Designer, [Knap & Vogt® Manufacturing Co. \(KV\)](#), Grand Rapids, MI | 06.2002 – 08.2012

Promoted from Graphic Designer. Led junior designers, project management, and branding for multiple brands within a global manufacturing company serving Herman Miller, Lowe's, Home Depot, Target, Steelcase, Menards, Ace Hardware, True Value, and more.

- Reduced packaging costs by more than \$1M, specification sheets/binders by 50%, annual reports by 30-50%, and new product launch costs by \$20K per launch through insourcing, process improvements, and vendor negotiation.
- Produced large-scale catalogs, brochures, trade show materials, sales presentations/collateral, installation instruction sheets, specification sheets, and branded sales sell sheets for distributor partnerships.
- Ran a large-scale in-house digital printer (Ricoh Pro C651ex), generating significant cost savings.
- Oversaw overseas printing, proofing, and streamlined international communication procedures.
- Advised and collaborated on a new KV logo, identity, and rebrand.
- Served as a cross-functional team leader across marketing and production, developed work order processes.

Copywriter, [Meijer Inc.](#), Grand Rapids, MI (Contract) | 01.2002 – 06.2002

- Wrote and edited copy for a 190+ store regional chain, including the "Higher Standards. Lower Prices." tagline.

Marketing Director, [Grubb & Ellis|Paramount](#), Grand Rapids, MI | 02.2000 – 01.2002

- Managed marketing, designers, budgets, cost estimates, vendor quotes, and weekly reporting for the largest commercial real estate firm in West Michigan.
- Developed public relations (PR) strategies, relationships, negotiated and bought media plans, oversaw website, and restructured marketing processes to increase client satisfaction.
- Established and enforced franchise style guidelines within corporate branding standards.

Art Director, [Salon Enterprises](#), Grand Rapids, MI | 06.1996 – 02.2000

- Led art direction and supervised direct reports for an in-house advertising, marketing, and PR firm owning 2 salon brands, 35 regional salons, and 2 cosmetology schools.
- Contributed to a record annual product sales increase of 16%, helping to successfully sell company to Redken.
- Produced advertising, TV storyboards and scripts, promotions, events, newsletters, corporate identity, and packaging
- Photographed models, events, and products; managed model release forms and photoshoot schedules.

AWARDS & RECOGNITION

- **Communicator Award for Print Media Excellence** — Knap & Vogt Annual Report
- **Teddy Award (Nomadic Displays)** — Knap & Vogt Trade Show Booth Graphics
- **AHA Award, Best of Category (Heritage Papers)** — Real Solutions for Real Life® "Resource Guide"

EDUCATION

- Email Marketing Certificate, Hubspot Academy
- Google UX Design Certificate, Coursera — Currently taking classes
- University of Michigan, Ann Arbor, MI — Bachelor of Arts, Communication and English
- Grand Rapids Community College, Grand Rapids, MI — Graphic Design Program
- Daytona Beach State College, Daytona Beach, FL — Associate of Arts, Fashion Design and Marketing, Honors Program, Dean's List
- Parsons School of Design, New York, NY — Fashion Design Summer Program
- ITUonline.com — Social Media and Marketing

PROFESSIONAL ASSOCIATIONS (Past)

- American Advertising Federation of West Michigan — Board of Directors; Membership Committee Chair; Addy Awards Committee; West MI Communication Summit Committee
- American Marketing Association of West Michigan
- Public Relations Society of America of West Michigan
- Salon Source (Panopoulos Salons' Artistic & Educational Team) — Member