



content & branding DESIGN

"[Carrie] operates with a work ethic and tenacity for perfection that I haven't seen before or since."

Building brands with winning creative and content excellence.



EXPERIENCE

CONTENT MANAGER (remote)

[Angelle Media](#), Washington, D.C.

08.2020 – Present

Clients include [MightyMeals](#), a meal prep company ([eatmightymeals.com](#)); [City Bonfires](#), a portable, reusable mini firepit ([citybonfires.com](#)); [Duffle Bag Money](#), a start up that makes products to inspire and make people feel good while also giving back to aspiring entrepreneurs ([dufflebagmoney.com](#)), as well as health coaches and personal trainers.

WEBSITE/CONTENT DESIGNER & SOCIAL MEDIA MANAGER (freelance)

[MerchantPro Express TEXAS](#), Brookshire, TX

03.2020 – Present

Manage, develop, schedule, advertise, and design all social media, digital media, content marketing, and promotions, including Google My Business, Chamber of Commerce member sites, Alignable, Facebook, Twitter, Instagram, YouTube, and LinkedIn.

SPECIAL PROJECTS, ADVERTISING (Designer, Website Admin., Writer/Editor)

[Star Furniture & Mattresses](#), Houston, TX

08.2014 – 06.2020

Execute, communicate, schedule, design, write, and proof sophisticated multichannel print, social media, display ad, content, blogs, e-commerce, and website design projects with accuracy and trust for large Berkshire Hathaway Company omnichannel furniture retailer.

SENIOR GRAPHIC DESIGNER (promoted from Graphic Designer position)

[Knape & Vogt® Manufacturing Co. \(KV\)](#), Grand Rapids, MI

06.2002 – 08.2012

Lead graphic designers and branding for multiple brands within large global manufacturing and distributing company that serves retail, distribution, and OEM channels; including Herman Miller, Lowes, Home Depot, Target, and Steelcase. Reduced costs effectually: packaging (\$1M+), specification binders (50%), annual report (30-50%), exhibition display graphics, trade show materials, photography, and new product introductions (\$20,000).

COPYWRITER

[Meijer Inc.](#), Grand Rapids, MI

01.2002 – 06.2002

Write, edit, and proof copy for sales inserts, circulars, promotions, advertising, and co-marketing campaigns for sizeable regional grocery and general merchandise chain with 190 stores. Composed "Higher Standards. Lower Prices." tagline.

MARKETING DIRECTOR

[Grubb & Ellis/Paramount](#), Grand Rapids, MI

02.2000 – 01.2002

Direct marketing, designers, website, budgets, and reports for commercial real estate firm franchise, resulting in firm growth to the region's largest. Developed a targeted marketing strategy for office, retail, and industrial markets.

ART DIRECTOR

[Salon Enterprises](#), Grand Rapids, MI

06.1996 – 02.2000

Supervise branding and graphic designers for in-house advertising, marketing, and public relations agency that owned thirty-five regional salon chains (Panopolous Salons and Haircuts Plus) and two schools (Chic University of Cosmetology).



CARRIE L. BOWMAN

Expert at coordinating and assimilating information individually or on a team from concept to completion on all communication levels. Successful at targeting messaging to a wide range of audiences, from consumer to executive levels. Experienced in small to global business environments – including manufacturing, distribution, service, and retail industries – with measurable and record-breaking revenue success, cost savings, and award-winning excellence.



SKILLS

- Content Design
- UX Writing
- Marketing
- Advertising
- Digital Marketing
- Communication
- Brand Strategy
- Social Media
- Project Management
- Creative/Art Direction



CONNECT



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contentbrandingdesign.com



EDUCATION

- **University of Michigan**, Ann Arbor, MI
Bachelor of Arts, Communication and English
- **Grand Rapids Community College**, Grand Rapids, MI
Associate of Arts Program, Graphic Design
- **ITUonline.com**, Social Media and Marketing
- **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