



content & branding DESIGN

Building brands with winning creative and content excellence.

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



EXPERIENCE

CONTENT MANAGER (Remote)

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

08.2020 – Present

Manage and create content, UX writing and design, video editing, motion and static graphics, advertising, email copywriting/design/strategy, editorial calendars, client meetings, social media content creation, scheduling, and analytics. Clients include [Coleman® by BackHome Products](#), [DC Global Planning](#), [MightyMeals](#), [City Bonfires®](#), [Bean Bag Bakery](#), [E-Roller](#), and [Foundation Fitness](#).

WEBSITE/CONTENT DESIGNER & SOCIAL MEDIA MANAGER (Freelance)

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

03.2020 – 06.2022

Oversee, develop, design, schedule, advertise, and design website, 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](#), Houston, TX

08.2014 – 06.2020

Execute, communicate, schedule, design, write, edit, manage, and proofread 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

06.2012 – 08.2012

Lead graphic designers, project management, 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 sizable 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

Accomplished content and brand manager and strategist with a proven track record in coordinating multi-channel communications from concept to execution,

individually or on a team. Skilled in crafting targeted messaging for diverse audiences in both consumer and executive sectors. Experienced across industries including eCommerce, finance, retail, manufacturing, and tech—with award-winning results in growth, cost savings, and brand impact.



SKILLS

- Project Management + Tools, Trello, SmartSheets, etc.
- Content Design
- UX + Copywriting
- Digital/Traditional Marketing + Advertising
- Communication
- Brand Strategy
- Creative/Art Direction
- Website Design
- Social Media
- Canva
- CapCut (Video Editing)
- Adobe Creative Suite: PhotoShop, InDesign, Illustrator, Acrobat
- Microsoft: Word, Excel, PowerPoint, SharePoint, Outlook, Teams, etc.
- Google Suite: Docs, Sheets, Drive, Forms, Slides, etc.
- Ask about more



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

Google UX Design Certificate, Coursera

Current Student, 95% GPA

Daytona Beach State College, Daytona Beach, FL

Associate of Arts, Fashion Design and Marketing,
Honors Program, Dean's List