CARRIE L. BOWMAN

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Creative Specialist | Content Brand Manager | Graphic Designer | Marketing Services Coordinator

PROFESSIONAL SUMMARY

Multifaceted marketing, content, and creative strategic leader with a proven track record coordinating and developing multi-channel communications from concept to completion, independently and collaboratively. Skilled in strategic storytelling and crafting targeted messaging for diverse audiences, from consumers to executives. Experienced working in matrixed global enterprises to cross-functional small businesses – across B2B and B2C markets, e-commerce, finance, tech, manufacturing, distribution, service, and retail industries – with award-winning results in revenue growth, cost savings, and brand impact.

AREAS OF EXPERTISE

- Creative Concepts
- Visual Communications
- Brand Strategy & Standards
- Visual Storytelling
- Graphic Design (Digital & Print)
- Presentation Design
- Infographics
- Interactive Design
- Motion Graphics
- Video Editing & Production
- Content Design & User Experience
- Advertising Campaigns
- Social Media
- Typography, Composition & Color
- Creative Operations
- Workflow & Process Management
- Digital Asset Management
- Vendor & Production Management

PROFESSIONAL EXPERIENCE

Content Manager, **City Bonfires®**, Rockville, MD (Freelance, Remote) | *02.2025 – Present*
Managed and created content for a portable fire pit e-commerce startup. Leveraged experience and expertise to consult and help drive 2M+ units sold. Helped to expand brand into promotional products, wholesale, and retail channels.

- Achieved 50–75% open rates on major email campaigns, and improved total email campaign revenue 7.5% YoY (+78% revenue per recipient) at 99.7% deliverability while partnering with agencies.
- Grew Facebook/Instagram revenue by 146% through collaborating with agencies.
- Authored and designed blog posts that ranked in the top 10% of most-viewed Shopify store content.
- Produced packaging, trade show graphics, social media content, and email campaigns supporting brand growth.
- Created custom product templates, processes, tracking, follow-up, and approval systems.

Creative Director & Website Designer, **The Chair Blanket™**, Rockville, MD (Freelance, Remote) | *10.2024 – Present*
Led visual communications, user experience (UX), print, and cross-channel content ecosystem for e-commerce startup with patent-pending invention. Partnered with founders to develop branding standards and logo design.

- 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).
- Collaborated on Shark Tank pitch and set design that led to an on-air deal with Robert Herjavec.
- Contributed to a Top 10 Promotional Product Honors selection at the 2026 PPAI Expo trade show.
- Oversaw website, packaging, print collateral, e-commerce assets, social media, and trade show materials across DTC, promotional, distribution, and retail channels.

Sr. Creative Specialist, **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. Specialized in scheduling critical company launch initiatives and creating assets and resources.

- Designed the BackHome Products logo and built social media pages and presence across 7 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.
- Created packaging, trade show graphics, email campaigns, product description pages, and French-language assembly sheet versions.
- Reviewed all content and graphics from freelancers and agencies to ensure they met style guidelines and submitted requests for approvals through the Coleman brand portal.

Communications Marketing Specialist, **Angelle Media**, Washington, D.C. (Freelance, Remote) | *08.2020 – 08.2025*
Specialized in content writing and design, UX writing, video editing, SEO, motion and static graphics, email strategy, editorial calendars, website graphics, and analytics.

- Coached, reviewed, and edited work from agencies and team members.
- Clients include DC Global Planning, MightyMeals, City Bonfires®, Bean Bag Bakery, E-Roller, and Foundation Fitness.

Website & Social Media Manager, **MerchantPro Express TEXAS**, Brookshire, TX (Freelance) | *03.2020 – 06.2022*
Partnered with owner on marketing strategy and built the website, social media pages, and sales materials from scratch.

- Designed advertising and built giveaway collabs for targeted sales campaigns.
- 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, blogs, asset management, and website projects for a 10-location omnichannel Berkshire Hathaway-owned furniture retailer.

- Led and trained web content team during large website conversion and overhaul.
- Organized and trained teams on how to format monthly departmental KPI reporting.

Senior Graphic Designer, **Knape & Vogt® Manufacturing Co. (KV)**, Grand Rapids, MI | *06.2002 – 08.2012*
Promoted from Graphic Designer. Led junior designers, managed projects and branding for multiple brands within a global manufacturing company serving large national accounts (Herman Miller, Lowe's, Home Depot, Target, Steelcase).

- 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, approval improvements, and vendor negotiation.
- Produced large-scale catalogs, brochures, trade show materials, sales presentations/collateral, installation instruction sheets, specification sheets, and co-branded sell sheets for distributor partnerships.
- Managed a large-scale in-house digital printer (Ricoh Pro C651ex), generating significant cost savings.
- Oversaw overseas printing, proofing, and streamlined international communication procedures.
- Advised on a new KV logo, identity, and created new brand designs.
- 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 and relationships, negotiated and purchased 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 that owned 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.
- Selected and photographed models, events, and products; managed model release forms and photo shoot schedules.

AWARDS & RECOGNITION

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

EDUCATION

- Bachelor of Arts, Communication (English), University of Michigan, Ann Arbor, MI
- Associate of Arts, Fashion Design and Marketing, Daytona Beach State College, Daytona Beach, FL (Honors Program, Dean’s List)
- Graphic Design Program (coursework), Grand Rapids Community College, Grand Rapids, MI
- Fashion Design Summer Program, Parsons School of Design, New York, NY

CERTIFICATIONS AND PROFESSIONAL DEVELOPMENT

- Google UX Design Certificate, Coursera (in progress)
- Email Marketing Certificate, HubSpot Academy
- Web Content Accessibility Guidelines (WCAG) Training
- Social Media and Marketing, ITUonline.com

TECHNICAL SKILLS

- Adobe Creative Cloud (InDesign, Illustrator, Photoshop, Premiere Pro, Audition, Acrobat)
- Canva
- Figma
- Adobe Digital Asset Management (DAM)
- AI & Generative AI (ChatGPT, Claude, Google Gemini, Adobe Firefly)
- Microsoft Office 365 (PowerPoint, Word, Excel, Teams)
- Google Workspace
- Google Analytics
- Project Management (Asana, Trello)
- Web & CMS (WordPress, Shopify)
- Email Marketing (Klaviyo)
- CRM (Salesforce)
- Social & Digital Platforms (LinkedIn, Instagram, Facebook, TikTok, X, Pinterest, YouTube)
- Print & Digital Production