

COURTNEY BOWMAN

CREATIVE. DEDICATED. ORGANIZED



EXPERTISE

Adobe Creative Suite,
Dreamweaver, Sketch, HTML/CSS,
WordPress, HubSpot, Hootsuite,
Pardot, Constant Contact,
MailChimp, Email Marketing,
Brand Development,
Digital Marketing

EDUCATION


Web Design


Art Institute of Pittsburgh
Pittsburgh, PA

Graphic Design


Montgomery County
Community College
Blue Bell, PA

CONTACT

Lafayette Hill, PA 19444 

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215.872.6167 

courtneybowman.com 

PROFILE

Art director with 15+ years experience managing the complete design process, from conceptualization to delivery. Skilled at leading and prioritizing multiple projects simultaneously with superior results that support the brand. An imaginative and inventive thinker who will push the limits of traditional creative standards to produce award-winning print and digital marketing campaigns.

EXPERIENCE

Art Director

Markitects, Wayne, PA | June 2020 – Present

- Develop creative strategies for email campaigns, social media, web designs, and marketing collateral
- Produce sketches, storyboards and art layouts based on creative visions of the team for client's approval
- Website development, including UX design, and project management

Freelance Graphic Designer

Designcourt, Lafayette Hill, PA | June 2001 – Present

- Design both print and digital campaigns for small businesses including website design, brand development, video editing, presentations, and publications

Creative Services Director

Strata Company, Plymouth Meeting, PA | July 2012 – Oct 2019

- Produced award winning direct mail campaigns that drew higher-than-average response rates and resulted in 11% of booth visitors converting to new customers, achieving 2:1 ROI
- Designed a cross-channel, integrated marketing campaign that yielded a 92% increase in booth traffic and resulted in a higher-than-average conversion rate
- Collaborated with account managers on a new mover marketing program by creating digital ads, segmented email campaigns, and multi-touch mailers for a variety of hospitals to increase patient acquisitions and physician referrals
- Led a creative team of 3+ designers/production artists, assuring deadlines were met and work exceeded company and client standards
- Built HTML for lead generation landing pages across diverse markets including for-profit and non-profit hospitals and multiple fortune 500 financial companies

AWARDS

2015 & 2017

Service Industry
Advertising Gold Award

2014, 2016, & 2018

Benny Award for
Direct Marketing Campaign

- Developed the front-end design for company website and used CMS to facilitate website management
- Directed photographers, copywriters, designers, and production staff to ensure proper execution of campaign elements

Clients: Aramark, Lincoln Financial, SunGard, Einstein, Kroger

Art Director

Information Ventures, Inc., Philadelphia, PA | Oct 2007 – Jun 2012

- Coordinated the design and layout of public health communication products for several government contracts
- Organized and facilitated UI/UX testing for initial design and revisions with client, as well as usability testing with kids and adults to ensure proper site navigation
- Led an in-person training session educating client on using the CMS
- Created 508-compliant PDF files for people with visual impairments who use screen readers as an assistive device


Clients: CDC, NIEHS


Graphic Designer


SunGard, Malvern, PA | Nov 2006 – Aug 2007

- Translated design concepts into print and digital media for marketing team
- Ensured consistent presentation of SunGard brand in all designs, including brochures, newsletters, direct mail, conference collateral, and interactive media
- Provided on-site graphic support for SunGard's flagship education conference

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