

Courtney Bowman

CREATIVE LEADER • BRAND STRATEGIST • HANDS-ON EXECUTOR

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PROFESSIONAL SUMMARY

Senior creative professional with a proven track record leading teams and producing impactful brand, digital, and campaign work. Combines strategic thinking with hands-on execution, balancing bold creative ideas with structured project management. Known for bringing focus, direction, and consistency to complex initiatives while maintaining high creative standards from concept through delivery.

AREAS OF EXPERTISE

Professional Skills: Creative Direction | Brand Strategy | Brand Development | Email Marketing | Social Media Marketing | Visual Design | Design Systems | Project Management | Cross-Functional Leadership

PROFESSIONAL EXPERIENCE

Creative Director, Ignyte Insurance, Conshohocken, PA **Feb 2021 – Dec 2025**

Creative Director, Ignyte Insurance (formerly NSM Insurance Group) (April 2025 – Dec 2025)

- Built the corporate brand and identity package adopted across 10+ programs, while managing the company website for UX/UI excellence and brand consistency.
- Designed program-specific creative—landing pages, collateral, and event materials—to maintain a distinct brand and drive engagement.

Creative Director, NSM Insurance Group (Feb 2021 – April 2025)

- Designed integrated marketing collateral for 15+ B2B insurance products.
- Achieved 130% revenue growth through consistent brand strategy across products.
- Led a hybrid team of in-house and freelance designers, directing workflows and creative output.
- Unified brand presence across 20+ channels, including multiple websites.
- Managed 900+ design projects annually, implementing process improvements and creative workflows that delivered 99% on-time completion.
- Directed end-to-end execution of product websites, including UX/UI, ADA compliance, content, and vendor coordination.

Art Director, Markitects, Wayne, PA **Jun 2020 – Feb 2021**

- Designed multi-channel campaigns for 10+ clients, driving engagement and brand visibility.
- Created 20+ sketches, storyboards, and layouts, securing faster client approvals.
- Delivered 6+ client websites, managing UX design, project execution, and brand integration.

Creative Services Director, Strata Company, Plymouth Meeting, PA **July 2012 – Oct 2019**

Creative Services Director (Jan 2017 – Oct 2019)

- Managed a creative team of 3+ designers/production artists, ensuring work exceeded client standards.
- Drove 11% conversion and 2:1 ROI by producing highly targeted direct mail campaigns.
- Boosted booth traffic 92% through the design and execution of a cross-channel marketing campaign.
- Led creative for a healthcare new mover program, increasing patient acquisitions and physician referrals.

Senior Art Director (Jul 2012 – Dec 2016)

- Built lead-gen landing pages and a company website (WordPress/HTML), ensuring timely delivery and lifecycle management.
- Executed design concepts into multi-channel print and digital deliverables that enhanced campaign impact.

Art Director, Information Ventures, Inc., Philadelphia, PA

Oct 2007 – Jun 2012

- Optimized public health communications for government clients through strategic design and layout direction.
- Enhanced usability and navigation for 3 websites by facilitating UI/UX testing and implementing design revisions, reducing user task time by 20%.
- Initiated and led in-person CMS training, enabling client teams to manage custom platforms effectively.
- Ensured accessibility for screen-reader users by producing 508-compliant PDFs for the CDC.

Graphic Designer, SunGard Higher Education, Malvern, PA

Nov 2006 – Aug 2007

- Translated design concepts into print and digital media, supporting marketing campaigns across multiple channels.
- Ensured consistent presentation of the SunGard brand across brochures, newsletters, direct mail, conference collateral, and interactive media, strengthening brand recognition.

Art Director, ECRI Institute, Plymouth Meeting, PA

August 1999 – Nov 2006

Art Director (Mar 2002 – Nov 2006)

- Directed media strategy and production for 10 departments, delivering 40+ publications, web graphics, and direct mail campaigns.
- Partnered with C-suite to streamline workflows, boosting team productivity by 10%.
- Managed multichannel delivery of high-visibility projects, consistently meeting strict deadlines.
- Negotiated and managed 5–7 vendor partnerships, overseeing \$80K+ budgets and multiple print/mail schedules while ensuring quality control and improving on-time delivery rates.

Senior Graphic Designer (December 2000 – March 2002)

- Improved team efficiency by redesigning workflows, cutting turnaround times.
- Served as creative lead for the marketing team, guiding strategy and producing brand-aligned imagery.
- Directed photoshoots, delivering high-quality images for publications and medical equipment.

Graphic Designer (August 1999 – December 2000)

- Conceptualized and designed brand assets that enhanced visibility and engagement.

EDUCATION

Art Institute of Pittsburgh

Web Design Diploma

Montgomery County Community College

Associate's Degree, Graphic Design

TECHNICAL SKILLS

InDesign • Illustrator • Photoshop • WordPress • XD/Figma • Canva • Canto (DAM) • Adobe Firefly • HubSpot • Sprout Social • Formstack/Jotform • After Effects • Premiere • HTML/CSS • Asana