

# Courtney Bowman

CREATIVE LEADER • BRAND STRATEGIST • HANDS-ON EXECUTOR

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## PROFESSIONAL SUMMARY

Strategic Creative Professional with 15+ years of experience specializing in scalable design systems and team leadership within regulated industries. Expert in directing end-to-end creative workflows and implementing enterprise-level Digital Asset Management (DAM) solutions to drive brand consistency. A dedicated partner to senior leadership, skilled at translating complex business objectives into actionable creative strategies that deliver measurable ROI and cross-functional alignment.

## 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

- Ignyte Insurance (formerly NSM Insurance Group), Conshohocken, PA** **Feb 2021 – Dec 2025**
- Creative Director** (Apr 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 – Apr 2025)
- Architected and implemented the company's end-to-end design infrastructure from the ground up—including file taxonomy, digital asset management (DAM), and Asana-based creative intake and workflow systems.
  - 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.
- Markitects, Wayne, PA** **Jun 2020 – Feb 2021**
- Art Director**
- 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.
- Strata Company, Plymouth Meeting, PA** **Jul 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.

**Information Ventures, Inc., Philadelphia, PA**

**Oct 2007 – Jun 2012**

**Art Director**

- 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.
- Championed digital accessibility initiatives by producing 508-compliant PDFs and assets for the CDC, ensuring inclusive design standards and seamless navigation for screen-reader users.

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**EDUCATION**

**Art Institute of Pittsburgh**

Web Design Diploma

**Montgomery County Community College**

Associate's Degree, Graphic Design

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**TECHNICAL SKILLS**

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