

COURTNEY BOWMAN

Lafayette Hill, PA 19444 

cbowmandesigner@gmail.com 

215.872.6167 

courtneybowman.com 

CREATIVE DIRECTOR | ART DIRECTOR | BRAND STRATEGIST

Visionary creative leader with over 20 years of experience driving impactful design across brand, digital, and campaign platforms. Expert in blending strategic thinking with bold, innovative visual storytelling to elevate brand presence and user engagement. Proven ability to lead cross-functional teams, manage complex projects from concept to execution, and deliver on time—without compromising creativity or quality. Passionate about pushing creative boundaries, refining every detail, and consistently delivering results that inspire and exceed expectations.

SKILLS

- Adobe Creative Suite
- Hootsuite, Sprout Social
- After Effects
- WordPress, HTML, CSS
- Formstack, Jotform
- MS Dynamics 365, MS Office
- Adobe XD, Figma
- Hubspot, Salesforce

EXPERIENCE

Creative Director

Ignyte Insurance (Formerly NSM Insurance Group), Conshohocken, PA | February 2021 – Present

- Directed the design and development of integrated marketing collateral for NSM’s corporate brand and 15+ B2B insurance products – including brochures, email campaigns, newsletters, digital and print ads, trade show assets, promotional items, and social media content – driving brand consistency and contributing to 130% revenue growth (from \$648M to \$1.3B).
- Developed and maintained comprehensive brand guidelines for the corporate brand and individual product lines—defining visual identity, tone of voice, imagery, and core brand elements to ensure consistency across all touchpoints.
- Led and mentored a team of graphic designers, overseeing daily workflows, providing creative direction, and upholding high standards of design quality and brand alignment.
- Maintained a cohesive brand presence across 20+ channels, including multiple websites, ensuring visual consistency and alignment with evolving brand strategies.
- Managed the end-to-end execution of several product websites, including UX/UI design, ADA compliance, content structure, and vendor coordination.
- Built and nurtured relationships with external vendors, including print shops, production partners, and digital agencies, to support ongoing creative initiatives.
- Identified and implemented improvements to creative workflows and production processes, enhancing team efficiency and project turnaround times for over 900+ design projects annually.
- Presented creative strategies and campaign concepts to executive leadership and product marketing directors to drive alignment and stakeholder buy-in.
- Concepted and directed promotional video content for various insurance products to enhance brand storytelling and customer engagement.

Art Director

Markitects, Wayne, PA | June 2020 – February 2021

- Developed creative strategies for email campaigns, social media, web designs, and marketing collateral for a diverse portfolio of 10+ clients.
- Produced sketches, storyboards, and art layouts based on the creative visions of the team for client approval across multiple projects.
- Performed website development, including UX design and project management, for over 10 clients with varying business needs and brand identities.

Creative Services Director

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

- Produced award-winning direct mail campaigns that resulted in 11% conversion and 2:1 ROI.
- Designed a cross-channel campaign that yielded a 92% increase in booth traffic and high conversion.
- Led creative for a healthcare new mover marketing program that increased patient acquisitions and physician referrals, including digital ads, segmented email campaigns, and multi-touch mailers.
- Managed a creative team of 3+ designers/production artists, ensuring work exceeded client standards.
- Built HTML for lead generation landing pages across diverse markets including healthcare and Fortune 500 financial companies.
- Developed the company website using WordPress and managed the project throughout its lifecycle, ensuring timely delivery and effective implementation.

Art Director

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

- Coordinated design and layout of public health communication products for government clients.
- Facilitated UI/UX testing for design and revisions, as well as usability testing for optimal 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.

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.

EDUCATION

Art Institute of Pittsburgh | Pittsburgh, PA
Web Design

Montgomery County Community College | Blue Bell, PA
Graphic Design