



## JOHN BOWMAN



### PROFILE

Creative services, operations and process expert. Diverse and extensive creative background, with a "Swiss Army Knife" skill set. Proven track record of improving, streamlining, simplifying, and combining creative workflows. Manager of a wide spectrum of projects, programs, products, schedules and processes. Skilled personnel leader; motivating, mentoring and connecting teams. Creative and analytical thinker, a born problem solver.

### EXPERIENCE

#### **Director Creative Operations** Lakeshore Learning, Carson CA 05/17 - Present

Spearhead workflow, analyzing processes and developing improvements for all creative teams. Oversee creative schedules while monitoring each team's workload. Serve as the Workfront Administrator for the entire company. Manage the Creative Operations team.

- ▶ MacGyvered existing systems to track and report on metrics, setting standards for project timeline estimates and workload analysis.
- ▶ Established project input process for creative projects, standardizing project and schedule templates.
- ▶ Developed unified catalog spread tracker, eliminating redundancy and focusing priorities allowing the reduction of status meetings by 75%.

#### **Director Creative Services** Scentsy, Meridian ID 01/15 - 05/17

Direct all digital and print creative projects for \$460 million global organization. Oversee and streamline all creative schedules, monitoring workflows and resource requirements. Manage creative team personnel; including Graphic Design, Production Design, Web Design, Photography, Video and Creative Operations.

- ▶ Implemented a universal project intake and creative workflow process.
- ▶ Developed a Creative Operations team to intake, manage, and traffic all creative projects.
- ▶ Spearheaded implementation of Workfront, an enterprise project management system, adding trackable metrics for Creative teams.
- ▶ Introduced ProofHQ digital approval process, replacing paper routing and reducing related hours by 50%.

#### **Divisional Vice President Creative Operations** Coldwater Creek, Sandpoint, ID 01/12 - 06/14

Directed the full life cycle of all print projects, developing and streamlining creative procedures. Oversaw all production schedules, monitoring workflows and resource requirements. Directly managed 9 creative services personnel; including Project Management, Traffic, Production Design, Proofreading/Product Copy and Color Analysis. Operated as creative technology expert and liaison with internal IT department.

- ▶ Executive produced location photo shoots, with a \$2.5 million budget. Negotiated contracts for all external photo talent. Negotiated SAG contracts for a national TV spot.
- ▶ Managed internal studio operations, schedules and workload. Improved internal workflow and schedules, reducing studio freelance by 30%.
- ▶ Maximized retail and visual schedules, reducing retail project workflows by 3 weeks and visual store directives from 3 weeks down to 1 week.
- ▶ Centralized all creative assets into a shared repository, managing content for both print and digital; eliminated redundancy and ensured the most current asset was always used.
- ▶ Consolidated FileMaker project tracking and production schedules databases, combining catalog, retail and visual project management.
- ▶ Evolved Proof Reading team to write product copy. Created a copy product database tied directly to the merchandise PLM system.
- ▶ Expanded tracking to all product samples for entire company, merging two teams.

**Production Director** Coldwater Creek, Sandpoint, ID 01/05 - 01/12

Directed production schedules and prepress processes for all print projects. Directly managed 13 creative services personnel. Maintained prepress vendor relationships, overseeing and improving prepress workflow.

- ▶ Maximized catalog workflow, reducing production schedules from 21 to 14 weeks.
- ▶ Merged channel specific production designers into a cross-functional creative team, supporting all corporate print channels as a single unit.
- ▶ Evolved traffic team from only tracking physical samples, to trafficking samples and all related project data. Established barcoding system for all creative merchandise samples.

**Traffic Manager** Coldwater Creek, Sandpoint, ID 03/04 - 01/05

Managed catalog schedules and trafficking of merchandise samples through all projects. Directly managed 4 Traffic Coordinators.

- ▶ Developed a central catalog schedule database, combining all individual team schedules into one shared location.
- ▶ Established a unified process for handling creative merchandise samples by collaborating with external partners.
- ▶ Implemented a cross-functional traffic team, supporting all corporate channels as a single unit.

**Graphic Designer** Freelance, Falmouth, ME 01/94 - 03/04

Provided creative services for small businesses including advertising, graphic design, branding development, desktop publishing, project management, multimedia presentations, web site development and FileMaker database maintenance and development.

**Senior Marketing Designer** Acadia Insurance, Westbrook, ME 11/98 - 12/03

Managed, prioritized and designed advertising, print, merchandising, web and multimedia projects for \$270 million company. Established branding guidelines. Wrote promotional copy for print and online projects. Tracked projects through all stages of development for a multi-state operation. Created file management system. Attended press checks as necessary.

- ▶ Pioneered a client engagement program, enhancing company's extranet site and increasing participation by 75%. Reduced printing costs for product booklets by making all materials available online.
- ▶ Negotiated image usage rights and utilized royalty free imagery where appropriate, reducing overall costs by \$10,000 annually.
- ▶ Initiated branded templates, improving turn around on projects and reducing external design costs by \$6,000 annually.

**Web Marketer** Guy Gannett New Media, Portland, ME 05/97 - 02/98

Designed and tracked promotional campaigns, coordinating with design, sales and technology teams. Project managed the creation of digital files and/or web sites. Met with clients to help flesh out creative briefs and/or marketing plans.

- ▶ Implemented an online marketing and client retention service, including SEO tactics for all client web sites.
- ▶ Developed a FileMaker database system to assist in the management of projects and workflow.

## EDUCATION

**Bachelor's Degree of Art** University of Southern Maine, Gorham, ME

Concentrated in photography and graphic design. Studies included communication design, image and typography, advertising, business communication, management and marketing. Graduated Cum Laude.

COMPUTER SOFTWARE: Adobe Creative Suite, CaptureOne, Keynote, FileMaker, Microsoft Office Suite, ProofHQ, Workfront