



# MAGGIE BOWERS

MARKETING | CREATIVE DIRECTION | DESIGN

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## WEBSITE / PORTFOLIO

[www.maggiebowersportfolio.com](http://www.maggiebowersportfolio.com)

## PROFESSIONAL SUMMARY

Creative leader with 12 years of experience in graphic design, digital marketing, and creative project management. Adept at executing high-impact marketing campaigns, managing multi-channel paid initiatives, and leading cross-functional teams. Expertise in brand storytelling, visual content creation, and optimizing digital experiences. Passionate about driving brand growth through innovative design and strategic marketing execution.

## SKILLS

### Design & Branding

- Pagination & Layout Design (Books, Magazines, Newsletters)
- Brand Identity & Logo Design
- Digital & Print Collateral (Signage, Posters, Merch)
- Motion Graphics & Video Editing

### Marketing & Content Creation

- Digital & Social Media Marketing
- Email & Paid Ad Campaigns
- UI/UX & Web Design (Wix, WordPress, Figma)
- Marketing Analytics & SEO

### Tools & Platforms

Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro)

### Project Management

Monday.com, Asana, Canva

### Web & UI/UX

Wix, WordPress, Figma

## EXPERIENCE

### Creative Manager 05/2024 - 10/2024 Rithum (eCommerce)

- Company Overview: eCommerce.
- Managed creative projects from conception to completion, ensuring brand consistency, timeliness, and budget adherence.
- Acted as a liaison between Sales, Marketing, and cross-functional teams to align sales enablement strategies.
- Developed marketing collateral, including campaign kits, one-pagers, and digital assets for demand generation.
- Optimized content workflows in Asana, improving efficiency and project tracking.
- Coordinated with third-party vendors and freelancers to execute marketing initiatives.
- E-commerce.

### Creative Director 11/2022 - 02/2024 Frosty Acres Brands (Foodservice CoOp)

- Company Overview: Foodservice CoOp.
- Led a team of creatives and event planners, managing brand voice and design across five major annual events.
- Designed marketing campaigns and collateral for internal branding and 50+ cooperative members.
- Spearheaded trade show planning, including booth design, signage, merchandise, and interactive experiences.
- Developed CEO presentations and sales pitch decks, driving engagement and brand visibility.
- Implemented Monday.com for streamlined project management and approval processes.
- Foodservice CoOp.

## **Lead Graphic Designer** 05/2020 - 11/2022

### **Quikrete Corporate**

- Company Overview: CPGs, building product and supply.
- Created marketing collateral, product packaging, and technical content for CPG and e-commerce.
- Managed creative direction for new product releases, enhancing brand engagement and sales.
- Developed digital demand generation campaigns and brand storytelling strategies.
- CPGs, building product and supply.

## **Creative Director** 05/2019 - 02/2020

### **Canopy WS**

- Company Overview: Startup Human Resources Software.
- Led brand identity development, including logo design, social media, and email campaigns.
- Created brand guidelines to establish consistency and strengthen market presence.
- Crafted blog and marketing content to boost engagement and audience reach.
- Startup Human Resources Software.

## **Sr. Graphic Designer and Illustrator** 04/2016 - 04/2019

### **FC&A Publishing**

- Company Overview: Education and Health-focused publishing.
- Designed book covers, infographics, and marketing collateral for educational and health-focused publications.
- Pitched and developed creative concepts, contributing to increased book sales and engagement.
- Assisted with pagination, copywriting, and editing to refine editorial content.
- Education and Health-focused publishing.

## **Features Editor** 10/2013 - 03/2018

### **The Newnan Times-Herald**

- Company Overview: Daily Newspaper.
- My role began as a part-time ad designer, creating print and digital ads for local businesses.
- Within 3 months, I took on the role of contributing reporter, covering local spot news and marketing stories online.
- Promoted to Features Editor covering Health and Lifestyle in the local community.
- Reported, edited, paginated and marketing feature stories.
- Appointed Creative Director of a secondary, weekly publication to promote sales and subscriptions.
- Created weekly publication from concept to curation.
- Interviewed community members and business owners, and worked with fact-checkers and publisher to bring stories to life online and in print.
- Received awards from the Georgia Press Association for both coverage and layout design.
- Daily Newspaper.

## **EDUCATION**

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### **BFA**

#### **University of West Georgia**

2003 - 2006

- Partial Scholarship - Watercolor
- Senior Research Award Winner
- Dean's List 2005 and 2006

## **NOTABLE PROJECTS**

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In addition to a full-time career, I have often taken on freelance design work, writing and artistic contributions both paid and volunteered:

- 2025\_Artist website build and marketing campaign content
- 2025\_Eric Little Photography | photo editing and book layout/design
- 2024\_Eric Little Photography | photo editing and book layout/design
- 2024\_Author Kristy Marie | cover art illustration
- 2023\_STOS Brand | logo and apparel design
- 2023\_Pride Tool | Logo design
- 2021\_Trackmobile® web, image editing, brochures, trade show
- 2020\_Looking Glass Brewing Company | web design
- 2020\_Tracie Jay's Cookie Emporium | logo, web & marketing design
- 2019\_Truly Southern Magazine | paginator and ad design
- 2019\_Assured Comfort Heating and Air | promotional materials including door hangers, fliers and brochures
- 2018-2019\_SPAN Newnan | Volunteer design including merchandise, brochures and other marketing collateral and website updates