

LIZ BOWIE

CREATIVE LEADER | BRAND CHAMPION | CUSTOMER ADVOCATE | PROCESS IMPROVER

ABOUT ME

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AWARDS

46 educational product awards, including Dr. Toy, Teacher's Choice, iParenting Media, and Education Market Association

I'm a creative marketing leader with over two decades of education-market experience focused on the following:

- Developing a deep understanding of customer needs through strategic assessment of market trends and challenges
- Inspiring teams to produce objective-driven marketing collateral that converts prospects and drives demand
- Ensuring customer-centric, targeted messaging while maintaining a consistent brand and story across channels
- Planning and executing a content strategy that builds brand loyalty, nurtures prospects, and generates leads
- Managing a product development team of in-house creatives and freelancers to produce innovative and award-winning tools

HOW I'VE HELPED COMPANIES LIKE YOURS ELEVATE THEIR BRANDS

Creative Director

Nasco Education | May 2021 – Current

Lead, mentor, and motivate a team of designers and writers to create effective, on-brand marketing collateral that drives results. Oversee the creative process to ensure branding and visual messaging across print and digital channels are consistent, customer-centric, targeted, and aligned with business objectives. Plan omnichannel marketing campaigns based on customer and market insights. Lead cross-functional process improvements to establish strategy, enhance communication, define roles and responsibilities, and develop workflow efficiencies.

Key Accomplishments

- Oversaw company rebranding, including revising mission and value prop to elevate the brand, leading the Creative Team in crafting a new brand identity across print and digital, establishing consistent customer-centric messaging across channels, improving user experience and SEO on the web, and connecting content to commerce
- Identified market opportunity and developed the company's first omnichannel campaign for the summer school market, contributing to a double-digit increase in seasonal demand
- Led creative strategy for a contract reinstatement campaign that re-engaged lapsed customers
- Reduced costs of proprietary educational kits by 97% by converting printed guides to digital
- Collaborated on products, content, and marketing for emerging social-emotional learning line that resulted in 2,000% growth YOY

LIZ BOWIE

Marketing Content Manager

Demco | Aug. 2017 – April 2021

Led a team of copywriters and editors in translating creative briefs into compelling, actionable marketing pieces. Oversaw the creative process to ensure branding and visual messaging across print and digital channels were consistent and customer-centric.

Worked with cross-functional business teams to target messaging to distinct segments; provided voice-of-customer insights to inform marketing strategy; cultivated influencer relationships; crafted a content calendar that aligned with business goals; and leveraged content across channels to build trust and brand visibility, nurture prospects, and generate leads.

Key Accomplishments

- Transitioned messaging strategy from a product-centric focus to a customer-centric focus
- Identified opportunity to deliver pandemic-related solutions through direct mail piece that drove ~\$750K in demand during economic downturn
- Pivoted email strategy during the pandemic to deliver relevant content that built brand loyalty and maximized exposure during a drastic decline in demand, resulting in a 6% increase in email list, a 24% increase in email open rate, a 36% increase in click-through rate, and a 261% increase in blog traffic
- Led audience messaging strategy through the unfolding COVID-19 pandemic that positioned Demco as a trusted advisor and valued partner as schools and libraries reopened

Content Strategy Manager

Demco | Jan. 2016 – Aug. 2017

Researched customer needs and industry trends to build a strategic content plan and effective editorial calendar aligned with business goals. Managed internal resources and external influencers to create and curate relevant and valuable content, including blogs, webinars, and social media.

Used inbound and cross-channel marketing tactics to optimize content assets and leverage them to drive leads, acquire customers, support critical organizational goals, and demonstrate thought leadership.

Key Accomplishments

- Used content to increase lead capture for Demco Interiors business by 22%
- Increased customer engagement metrics with content an average of 118%

“Liz is truly best in class with respect to copy, content, and positioning. She has drastically improved the aesthetics of our packaging, website, catalogs, and emails.”

– Pam Terry, Chief Marketing Officer, Nasco Education

LIZ BOWIE

Product Development Manager, Education Markets

Demco (acquired Highsmith) | Oct. 2007 – Dec. 2015

Promoted to lead new product development of PreK–8 educational materials for Edupress division. Researched industry trends and identified growth opportunities to concept curriculum and decorative products tailored to meet the needs of educators and students. Led a team of in-house and freelance editors and designers in creating high-quality, standards-based products and packaging.

Managed the product development process, from product conception, budgeting, and scheduling of editorial and design through marketing launch, which included direct mail, email campaigns, and sales rep training. Supervised the activities of a Product Marketing Specialist and Editors for *LibrarySparks* magazine. Served as subject matter expert for Common Core standards, learning theory, and application.

Key Accomplishments

- Developed on-trend products that increased annual demand by 17%, including a best-selling Common Core product line
- Garnered 46 industry product awards, including Dr. Toy 10 Best New Products, Teacher's Choice, and iParenting Media awards, and the Education Market Association's Top Product Pick
- Conceptualized and executed a licensed Pete the Cat® product line and secured Mo Willems licensing, increasing overall sales by 10%
- Successfully managed additional workload of vacant editor position for 12 months, which included executing 9 issues of *LibrarySparks* magazine and overseeing editorial management of a comprehensive early literacy program (research base, 60 curriculum units, and 5 music CDs), while maintaining schedule and delivery of annual product releases for K–12 line

Editor

Highsmith | Jan. 2006 – Oct. 2007

Promoted to research and develop educational products for the Edupress division, oversee the editorial workflow of freelance authors, establish editorial guidelines, ensure educational content accuracy, and establish and maintain brand identity in packaging and marketing materials.

Associate Editor

Highsmith | Oct. 2004 – Jan. 2006

Edited books, games, activity cards, and other educational products according to Chicago Manual of Style guidelines and wrote marketing copy for multiple school and library divisions, including Edupress, Upstart, and Interact.

EDUCATION

Bachelor of Arts in English, UW-Whitewater, WI

"Liz makes collaboration easy. She asks effective questions that center the customer and provide clarity to the goals of every piece."

– Jenny Kalvaitis, Director of Career Education, Nasco Education