



BILLY BOWIN

Creative Direction | Digital Strategy | Brand Storytelling
GTM Campaign Execution | Team Leadership

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EXECUTIVE SUMMARY

Versatile creative and digital leader with 16+ years driving brand strategy, digital transformation, and creative operations for high-growth SaaS companies. Proven track record managing cross-functional teams and agency partnerships while delivering demand generation campaigns, product launches, and brand experiences across global markets.

Core Competencies: Brand Development & Rebranding | Creative Operations & Studio Management | Go-To-Market Strategy | Digital Marketing | Demand Generation | Multi-Channel Campaigns | Product Marketing Support | Marketing Operations & Automation (Marketo, HubSpot) | Project Management System Implementation | UX/UI Design | Web Development | Marketing Technology Stack | Agency Management | Budget Ownership | Digital Asset Management | Cross-Functional Leadership

WHAT SETS ME APART

AI Innovation Leader: Early adopter, champion and educator of AI-powered creative and digital workflows, successfully integrating emerging technologies to dramatically accelerate development cycles while maintaining quality. Proven ability to build production-ready applications from concept to market using AI-assisted design and development, demonstrating forward-thinking approach to technology adoption consistently delivering measurable ROI.

The Translator: Unique ability to bridge creative, technical, and executive communication. Fluent in design language, development requirements, and C-suite business objectives. This tri-lingual capability enables seamless collaboration across all organizational levels and functions.

Data-Driven Creative: Combining artistic vision with analytical rigor, using performance data and user insights to inform creative decisions while maintaining brand integrity and design excellence.

Hands-On Leadership: From strategy to execution, comfortable working at both 30,000-foot strategic level and in-the-weeds tactical implementation. Can art direct a rebrand, code a landing page using AI-accelerated workflows, or present GTM strategy to the board.

Startup to Enterprise: Experience scaling creative operations from startup environments to complex enterprise organizations, understanding the unique challenges and opportunities at each stage.

Swiss Army Knife: Versatile skill set spanning brand strategy, graphic design, web development, UI/UX, video production, AI-powered development, marketing operations, and project management system implementation, enabling comprehensive creative problem-solving and reducing dependencies on external resources. Proven ability to evaluate, implement, and drive adoption of AI and marketing technology platforms that improve team efficiency and output quality.

PROFESSIONAL EXPERIENCE



AI-powered retail intelligence platform serving global enterprise brands

Senior Director of Creative & Digital | 2023 – 2026

Led global creative and digital operations for a SaaS platform, uniting in-house and agency teams to deliver cohesive brand, web, product marketing, and demand gen experiences maintaining brand consistency across global markets, ensuring creative excellence and message alignment across sales enablement, customer marketing, product launches, and corporate communications

Led comprehensive corporate rebrand and implementation, developing cohesive visual system and brand guidelines deployed across all customer touchpoints, marketing channels, and internal communications (see brand guidelines document)

Owned website strategy, UX optimization, and conversion rate improvement for primary digital revenue channel; implement A/B testing frameworks and data-driven design decisions averaging a +7% conversion rate (a 49% increase) making the website the #1 source for pipeline generation

Led SEO and AEO resulting in 3x organic search and 10x AI driven growth in high intent site visits and conversion rates

Implemented security and accessibility standards for 99.9% uptime and +90 Lighthouse scores

Pioneered integration of AI tools and workflows across creative and digital operations, reducing production time by 60% while maintaining quality standards; led team training initiatives on AI-assisted design, development, and content creation

Partnered with CMO and revenue leaders to develop integrated GTM campaigns across customer lifecycle stages, supporting pipeline generation and customer cross-sell/up-sell expansion initiatives

Worked closely with Product Marketing, Revenue Operations, Customer Success, and Sales teams to deliver differentiated customer-centric creatives for multi-channel campaigns across digital advertising, content marketing, email, social media, events, and account-based marketing increasing engagement 3x

Built, deployed and maintained an internal Resource Hub for all internal and customer facing digital assets

Oversaw marketing technology stack integration for creative operations including CMS platforms, marketing automation systems (Marketo, HubSpot), DAM, and analytics tools; architected and led implementation of project management systems (Monday.com) to optimize workflow efficiency and cross-functional collaboration reducing project timelines by 14% and increasing stakeholder accountability



Omnichannel CX software platform (formed through merger of Astute Solutions, iPerceptions, and Socialbakers)

Art Director, Design Studio | 2021 – 2023

Led corporate rebrand initiative following merger of three companies, creating unified Emplifi brand identity consolidating distinct visual systems into cohesive experience (see brand guidelines document)

Developed comprehensive brand guidelines, design systems, and creative standards enabling consistent brand experience both at the corporate level and across the Care, Marketing/Social, and Commerce product lines

Managed creative production for demand generation, product launches, customer advocacy programs, and field/virtual events reaching thousands of prospects and customers

Implemented internal agency style creative project management system and DAM reducing administrative and distribution costs by +50% (see Creative Workflow Process document)

Directed video production, photography, and multimedia content creation for brand campaigns, product demos, customer stories, and events

Managed multiple agencies and internal team members across various creative and production initiatives

Mentored junior designers and established creative internship program

Led implementation of Asana project management platforms for marketing team, establishing workflow processes and best practices

Collaborated with content marketing on thought leadership campaigns, executive positioning, and industry research reports

Partnered with marketing operations team on Marketo campaign execution and email template development



Enterprise customer experience and contact center software

Lead Web Developer & Senior Graphic Designer | 2016 – 2021

Led and implemented a complete site migration from Umbraco CMS to WordPress utilizing programmatic data extraction and DB architecture management and import controls

Architected and developed corporate website on WordPress CMS platform with custom modules for demand generation and lead capture

Implemented responsive design frameworks ensuring optimal experience across desktop, tablet, and mobile devices

Collaborated with product teams on UI/UX design for customer-facing software applications

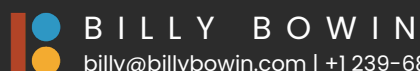
Designed complete company rebrand, including new visual identity, website redesign, and brand implementation across organization

Created brand identity, collateral, and marketing materials for product launches and sales enablement

Established design standards and component libraries accelerating campaign production

Spearheaded implementation of Jira for marketing project management and creative workflow tracking, improving cross-departmental collaboration

Worked closely with marketing operations on Marketo instance management, email template design, and campaign asset development increasing email deliverability rates by +35%



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Digital social media/advertising startup

Co-Founder & Chief Technology Officer | 2012 – 2016

Co-founded and launched social media technology startup, leading product vision, design, and technical development

Designed and implemented innovative proprietary ad revenue generation technologies

Created complete brand identity, marketing website, and go-to-market strategy

Architected full-stack application using HTML5, CSS3, JavaScript, jQuery, PHP, MySQL, and API integrations

Managed product roadmap, user feedback loops, focus groups, and iterative feature releases

Led fundraising efforts and investor presentations



Digital sports media and events startup

Chief Technology Officer, Designer & Developer | 2010 – 2013

Built and launched sports content platform from ground up, incorporating 100+ regional micro-site properties with shared bidirectional data across the network

Created visual brand identity and user interface design system

Managed LAMP stack infrastructure, database optimization, and site scalability and performance

Implemented social media integration and viral content distribution strategies

Led on-site event strategies and execution

EDUCATION & PROFESSIONAL DEVELOPMENT

Continuing Professional Development

AI-Powered Development & Design Workflows (POC e.g. <https://acousticdoodler.humblebillybob.com/>)
Prompt Engineering & Large Language Model Applications | UX Design & User Research Methodologies
SaaS Marketing & Demand Generation Best Practices | Brand Strategy & Positioning
Web Performance & Optimization | Marketing Analytics & Attribution

Self-Directed Learning

Committed to continuous learning through industry conferences, online courses, technical documentation, and hands-on experimentation with emerging technologies including AI/ML applications, modern development frameworks, and design trends. Active practitioner of AI-assisted development, building production applications to stay current with the rapidly evolving technology landscape.



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REFERENCES/QUOTES

"I've had the pleasure of working with Billy across multiple companies, where he's excelled both as an individual contributor and as part of the marketing leadership team overseeing Creative & Digital. Billy is a creative and flexible leader who continuously looks for better ways to do things and encourages his team to do the same. He's an exceptional people manager, respected by his peers and loved by his team, and a true asset to any organization."

– Shellie Vornhagen, CMO

"I worked under Billy on the Creative & Digital marketing team for 2.5 years and could not wish for a better boss. Billy maintains open communication and dialogue with his team, checking in often and always offering help, but never micromanaging. Billy's care for his team is abundantly clear – he does everything he can to help us in both our professional and personal development. It is so much easier to be successful in your work when you have someone who believes in you, encourages you to try new things and fail forward, gives you constructive feedback, and is always in your corner. That is how Billy leads.

If you're looking for a Head of Creative & Digital that is equal parts a creative/innovative thinker, a dedicated-as-hell hard worker, and a personable/caring leader, Billy is your guy."

– Audrey Buck, Digital Marketer

"Billy is an inspiring Creative and Digital Director with a rare blend of strategic vision, creative depth, and genuine empathy. With extensive experience across design, marketing, web, and SaaS, he brings a deep understanding of how creativity and technology intersect to drive meaningful results. He leads with imagination and clarity, fostering a culture where ideas thrive and collaboration feels natural. Beyond his creative leadership, Billy is deeply committed to the growth of those around him, always finding the right moments to mentor, share knowledge, and help others refine their craft. His guidance consistently elevates both the work and the people behind it."

– Elliot Cornwell, Creative & Digital Designer

Additional references and examples available upon request.