

KEELY BOWDEN

contact |

BOWDEN.KEELY@GMAIL.COM

214-205-4252

KEELYBOWDEN.COM

core skills |

CREATIVE DIRECTION:

Brand identity, campaign development, art direction, concepting, visual storytelling

DESIGN EXPERTISE:

Packaging, print collateral, paid media, web design, trade show displays

DIGITAL:

Email marketing, landing pages, digital gift guides, paid media

LEADERSHIP & MANAGEMENT: Team leadership, cross-functional collaboration, vendor/contractor management, project management

toolbox |

INDESIGN

ILLUSTRATOR

PHOTOSHOP

WORD

POWERPOINT

FIGMA

ASANA

SHOPIFY

MAC & PC PROFICIENT

GOOGLE WORKSPACE

summary |

Creative and strategic design leader with 10+ years of experience developing brand storytelling across packaging, digital, and print. Skilled in leading teams, managing large-scale product launches, and ensuring cohesive visual identities across all touchpoints. Adept at guiding creative vision from concept through execution while balancing strategy, design excellence, and business goals.

experience |

FARMHOUSE FRESH

Associate Creative Director |
2020 - APR 2025

- Led and project-managed a 10-person creative team, overseeing design, photography, and production workflows.
- Directed and managed 20+ annual product launches, maintaining strong brand storytelling across digital and print.
- Planned and directed 3+ annual photoshoots; photo-edited model and product imagery for marketing and e-commerce.
- Managed and art directed external contractors, ensuring brand quality and timely delivery.
- Designed and executed booth environments for 8+ annual B2B tradeshows.
- Created and optimized paid media ads; provided creative direction and performance-based feedback.
- Designed 4 annual PR/seasonal launch boxes with branded brochures and collateral.
- Designed tradeshow email campaigns and provided ongoing support for weekly email layouts.
- Led and designed a packaging refresh across 50+ SKUs for retail shelves.
- Designed landing pages, homepage banners, and digital assets for 20+ product launches.
- Contributed to the full redesign of the company website, ensuring cohesive UX and brand alignment.
- Designed digital holiday gift guides and print magazine ads across 4 national publications.

education |

2013 THE ART INSTITUTE
OF DALLAS

ASSOCIATES DEGREE IN
GRAPHIC DESIGN

FARMHOUSE FRESH

Senior Art Director | 2018-2020

- Directed packaging design for 20+ annual product launches from concept through production.
- Built and implemented a comprehensive brand style guide to standardize fonts, design elements, and color palette.
- Supervised and mentored a 2-person design team, managing timelines and creative output.
- Planned and directed annual photoshoots and produced static and animated paid media ads.
- Designed and executed trade show booths, PR boxes, and promotional materials for key seasonal launches.
- Led the full website redesign and migration to Shopify, elevating UX and visual consistency.
- Designed annual holiday gift guides and print magazine ads featured in national publications.
- Maintained and updated all marketing materials, pitch decks, and training guides.

FARMHOUSE FRESH

Graphic Designer | 2014 - 2018

- Designed packaging for 20+ annual product launches and managed print production.
- Created print magazine ads across multiple publications and supported ongoing campaigns.
- Designed and maintained all marketing materials, brand decks, and trade show collateral.
- Designed and executed booth layouts for 8+ annual B2B tradeshow.

INDEPENDENT CONTRACTOR

2012 - PRESENT

- Develop brand identities, marketing campaigns, and event collateral.
- Designed logos, packaging, flyers, pitch decks, and marketing templates tailored to client growth strategies.
- Produced print- and web-ready files that expanded visibility and engagement across multiple platforms.