

# KEELY BOWDEN

## GRAPHIC DESIGNER

### CONTACT

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KEELYBOWDEN.COM

### SKILLS

BRANDING & IDENTITY

ART DIRECTION

PACKAGING DESIGN

VISUAL MERCHANDISING

PROJECT MANAGEMENT

ORGANIZATION

CRITICAL THINKING

PROBLEM SOLVING

LEADERSHIP

### TOOLBOX

INDESIGN

ILLUSTRATOR

PHOTOSHOP

WORD

POWERPOINT

ASANA

SHOPIFY

MAC & PC PROFICIENT

GOOGLE SUITE

### EXPERIENCE

#### FARMHOUSE FRESH

Associate Creative Director |

2020 - APR 2025

- Directed and mentored a 10-person creative team, overseeing project timelines, check-ins, and daily/weekly feedback sessions
- Collaborated with the founder and senior copywriter to develop visual direction for 4+ product launches annually (launches included 5+ products each) for both B2B and B2C
- Managed full lifecycle of creative projects to ensure brand consistency, delivering high-quality design solutions proactively
- Led art direction and production of 3+ photo shoots annually, aligning visuals with marketing strategy
- Oversaw and streamlined communication with external contractors, ensuring alignment and timely deliverables
- Led visual merchandising and B2B planogram development for 8+ national trade shows, boosting buyer engagement
- Identified process inefficiencies and implemented improvements to elevate team performance and output

Delivered cohesive visual assets to support sales team presentations and brand partnerships

#### FARMHOUSE FRESH

Senior Art Director | 2018 - 2020

- Managed a two-person creative team, assigning tasks and overseeing daily output across packaging and promotional assets
- Designed and art directed for 20+ product launches annually, including packaging, print materials, digital ads, and sales tools.
- Led creation of a comprehensive rebranding style guide, enabling consistent design across all company platforms
- Directed visual rebranding of showrooms and trade show booths, enhancing customer engagement and product visibility

## FARMHOUSE FRESH

Graphic Designer | 2014 - 2018

- Conceptualized and executed packaging for 20+ products annually, print materials, and advertisements for marketing and sales initiatives
- Delivered cohesive visual assets to support sales team presentations and brand partnerships
- Provided merchandising design and signage support for gift market showrooms and spa trade show booths

## INDEPENDENT CONTRACTOR

2012 - PRESENT |

- Designed brand identities, including logos, business cards, flyers, packaging, and marketing collateral for various clients
- Delivered customized templates and pitch decks tailored to individual business needs
- Ensured clients received complete, print- and web-ready files for versatile application