



EMILY E. BOWERS

emilybowers@emilybowers.art

Huntington, NY / (631) 402-2244



VISUAL ARTIST / BRAND DESIGN

www.emilybowers.art



SKILLS:

DIGITAL & PRINT MARKETING

social media / print collateral / SEO

GRAPHIC DESIGN

vector & raster / Adobe CC

PAINTING & ILLUSTRATION

oil / acrylic / ink / graphite

TOOLS



PRO EXPERIENCE:

Designing With Elements / Visual Marketing Designer Digital + Print (Contract)

Hauppauge, NY

DEC 2022 - MAR 2023

- Developed strategy for **BRAND REFRESH** creating digital + print collateral
- Designed **ART + COPY** catalogs, brochures, promotional/narrative posts, videos/reels, signage, business cards, stickers using **ADOBE CC (PHOTOSHOP, ILLUSTRATOR, INDESIGN, PREMIERE PRO)**
- Produced + executed **SOCIAL MEDIA** content + strategy across multiple platforms, resulting in **ENGAGEMENT RATE INCREASE +15.9%** month-over-month
- Analyzed **TRENDS + KPI'S** to improve **SEO** and increase **ROI'S**

Garden Plastic Surgery & MedAesthetics/OBGYN / Social Media Marketing (Contract)

Long Island, NYC

AUG 2022 - DEC 2022

- Created original **CONTENT + MANAGED** multiple social media platforms for 2 medical practices with 10 locations on Long Island + NYC, platforms included (**INSTAGRAM, FACEBOOK, TIKTOK, GOOGLE BUSINESS PROFILE**)
- Increased **ENGAGEMENT RATE + SEO**, ran **GOOGLE BUSINESS AD CAMPAIGN** resulting **ROAS +500%**
- Tracked, analyzed, synthesized **DATA, TRENDS, KPI'S, A/B TESTING** to continuously adapt + improve strategy
- Produced Promotional **EMAIL BLASTS** using **CRMs (CONSTANT CONTACT, HOOTSUITE, INSIGHTLY, SPROUT SOCIAL)**

EDUCATION

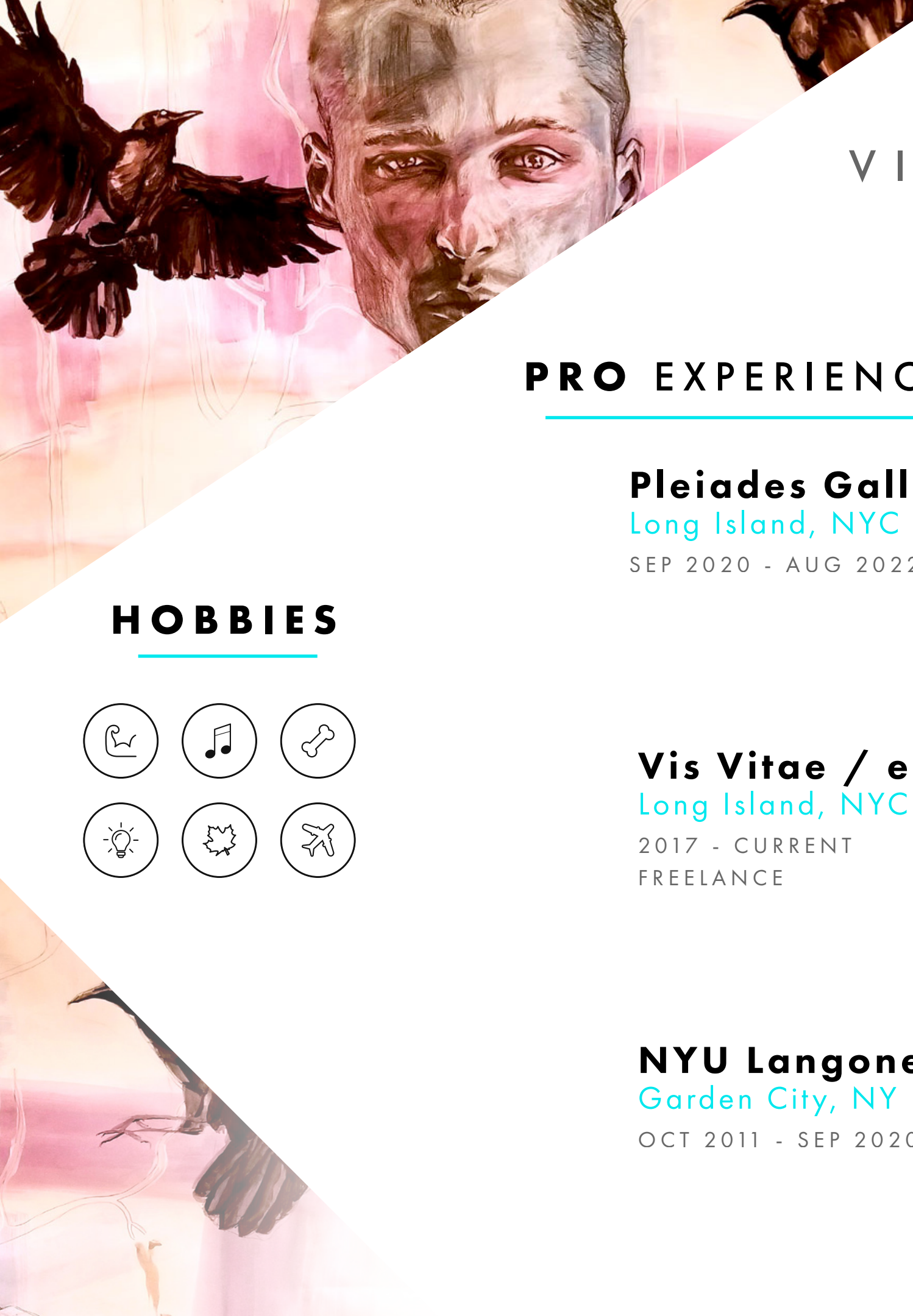
BARD COLLEGE
BACHELOR OF ARTS
STUDIO ART

SANFORD BROWN
POSTGRADUATE CERT
RDCS, RVT

PUBLICATIONS:

MARVELOUS ART MAGAZINE
Marvelous Art Gallery / March, 2022

ICON ART MAGAZINE
BOOMER Art Gallery London / March, 2022



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PRO EXPERIENCE: (Continued)

Pleiades Gallery / b.j. spoke Gallery / Gallery Coordinator / Exhibiting Artist

Long Island, NYC

SEP 2020 - AUG 2022

- Coordinated + Managed **GALLERY EXHIBITIONS + EVENTS**
- Review + selection pf new exhibiting artists
- **ART INSTALLATION / ART HANDLING / GALLERY SALES**
- Regularly met with Board to review **BUDGET + Gallery POLICY**

Vis Vitae / emilybowers.art LLC / Studio Manager / Graphic Designer

Long Island, NYC

2017 - CURRENT
FREELANCE

- Coordinated + Managed in-house **PRODUCTION SCHEDULE + PHOTOSHOOTS** for clients such as **Johnson & Johnson, In Touch Magazine, Saatchi, Area 23, Dog Town, Fetch, Rachel Roy**
- Worked directly with clients to ensure photoshoots ran smoothly
- **COLLABORATED** with designers + photographers on photoshoots + re-touching
- Monitored + Maintained all equipment

NYU Langone / RDACS, RVT

Garden City, NY

OCT 2011 - SEP 2020

- **REGISTERED DIAGNOSTIC CARDIAC SONOGRAPHER** in Adult Echo, RDACS (AE)
- **REGISTERED VASCULAR TECHNOLOGIST, RVT**
- Both credentials awarded by the **ARDMS** (American Registry of Diagnostic Medical Sonography), **License # 139553**

HOBBIES

