

# Jeffrey Bowman

## CONTACT INFORMATION

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**Location:** SLC, UT

## SKILLS AND ABILITIES

- Multimedia design & branding
- Adobe CC & MS Office expert
- Print & digital production
- Customer experience strategy
- Marketing operations
- Strategy development
- Omnichannel coordination
- Copy writing & editing
- Event coordination
- Vendor management
- Digital content management
- Content strategy
- Budget management
- Behavioral-based marketing
- Host/presenter

## EDUCATION

**Bachelor of Science** | Marketing Management | Western Governor's University

**Associate of Applied Science** | Multimedia Design | Salt Lake Community College

## WORK HISTORY

### **Digital Customer Experience Strategist | Select Health | Feb. 2023 – Feb. 2024**

- Developed and launched "next best action" email marketing campaigns to drive business goals and create better member experiences, leading to improved member engagement and improved health outcomes.
- Managed and approved digital content for highly personalized, right-time messaging email campaigns.
- Developed, coordinated, and executed omnichannel marketing plans for all lines of business.
- Achieved measurable cost savings by delivering data-driven calls-to-action with high levels of personalization to an audience of over 1 million Select Health members.
- Introduced efficiencies to existing workflows resulting in savings of over \$700K per year.
- Partnered with data analysts to develop highly detailed audience definition parameters and data gathering conditions to measure success quickly and with high reliability to inform ongoing efforts.

### **Senior Marketing & Comms Specialist | Intermountain Healthcare | Feb. 2019 – Feb. 2023**

- Designed, coordinated, and managed digital and print content for systemwide initiatives.
- Developed and oversaw execution of marketing plans, strategic briefs, and creative briefs.
- Led benefits and retirement communications strategy for integration of newly acquired companies by delivering timely and relevant information to employees new to Intermountain and its employer-provided benefits and wellness offerings.
- Awarded a Golden Spike award from the Las Vegas chapter of the PRSA the launch communications of the GRAIL Galleri cancer testing benefit. Work included targeted emails, articles, social media posts, signage, and the overall layout, design, and flow of a new [GRAIL website](#) for employees.

### **Designer & Marketing Specialist III | Optum | November 2011 to February 2019**

- Managed and approved digital and print content of internal and external marketing collateral and content, including signage, white papers, tradeshow booth layouts, print advertising, and website content.
- Launched and led complex, omnichannel internal campaigns to support goals for successfully defining and unifying company culture.
- Developed internal and external marketing content for varied audiences including pharmacies, physicians, insurance payers, and employees.
- Introduced analytics tools in the development of strategies that increased online user engagement.