

J. Bowman JD@utahmarketingexpert.com		Skills & Experience	
<p>CONTACT INFORMATION</p> <p>Email: JD@UtahMarketingExpert.com Website: utahmarketingexpert.com Phone: 801-971-7763 Location: SLC, UT</p>	<p>EDUCATION</p> <p>Bachelor of Science Marketing Management Western Governor's University</p> <p>Associate of Applied Science Multimedia Design Salt Lake Community College</p>	<ul style="list-style-type: none"> Multimedia design & branding Adobe CC & MS Office Print & digital production Expert writer & editor Customer experience strategy Behavioral-based marketing Communication strategy dev. 	<ul style="list-style-type: none"> Content strategy Marketing operations Omnichannel coordination Budget mgt. (small-mid) Event coordination B2C, B2B, B2B2C Vendor management

Customer Experience Specialist | Select Health | Feb. 2023 – Feb. 2024

- Developed and launched next best action (NBA) email marketing campaigns to drive business goals and create better member experiences, leading to improved internal "Likelihood to Recommend" scores
- In addition to email marketing, I also developed, coordinated, and executed omnichannel marketing plans for all Select Health lines of business, including Large Employer, Small Employer, Individual, Medicare, and Government
- Achieved better business outcomes and measurable cost savings by delivering data-informed calls-to-action with high levels of personalization to an audience of over 1 million Select Health insurance members
- Introduced efficiencies to existing workflows resulting in savings of over \$700 thousand per year
- Led discovery and strategy meetings with SMEs at all levels to align shared objectives and expected outcomes
- Directed and approved final copy and design of highly personalized, right time-right message email campaigns
- Worked with data analysts to develop highly detailed audience definition parameters and data gathering conditions for maximum effectiveness and to measure success quickly and with high reliability to measure success and inform ongoing efforts

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

- Developed and oversaw execution of marketing plans, strategic briefs, and creative briefs
- Designed and coordinated digital and print collateral for systemwide initiatives. For example, the approach to Open Enrollment I developed in 2019 (for 2020 benefits enrollment) is still used by Intermountain. Collectively, this work was nominated for a national Golden Quill award in 2022.
- Partnered with key leaders from across the organization to develop and deliver strategic communications planning and tactics to support Intermountain's overarching key performance indicators (KPIs)
- Led benefits and retirement communications strategy for integration of acquired companies, such as Saltzer Health, Healthcare Partners of Nevada, Classic Air, and SCL by delivering timely and relevant information to employees who are new to Intermountain and its employer-provided benefits and wellness offerings
- Awarded a Golden Spike award from the Las Vegas PRSA chapter for my work on the internal launch of the free GRAIL Galleri cancer testing benefit. Work included email blasts, articles, social media posts, signage, and consulting on look, feel, and branding of partner website for employees.

Senior Graphic Designer & Marketing Specialist | Optum – Workers' Comp. Division (following its acquisition of Helios) November 2017 to February 2019)

- Led and launched complex, omnichannel internal campaigns to support KPIs around successfully defining and unifying company culture
- Managed and approved rebranding of internally and externally facing marketing collateral and content, including signage, whitepapers, tradeshow booth layout, print advertising, website content
- Enacted processes and measures to review and ensure latest content was accessible according to the latest ADA standards, using a data-driven process to prioritize work

Graphic Designer & Marketing Specialist | StoneRiver Pharmacy Solutions > Progressive Solutions > Helios | November 2011 to November 2017

- Developed internal and external marketing content for various audiences such as pharmacies, health care providers, insurance payers, and employees
- Utilized analytics tools in the development of strategies that increased user engagement
- Developed a collaborative system with stakeholders and SMEs to identify key differentiators, features, and benefits for all lines of service