

# Gregory K. Bowe

## SUMMARY

My focus is on creating excellent user experiences through leadership and data-informed strategy. By focusing on the user's experience - and effectively communicating goals and expectations, I've led teams that have developed and implemented processes and governance models for content creation, implementation, and optimization resulting in improved conversions, successful re-platforming of large sites, reduction in content creation cost, and improvements in digital presence.

## PROFESSIONAL EXPERIENCE

Pentagon Federal Credit Union, Tysons, VA December 2016 to Present

7940 Jones Branch Dr, Tysons, VA 22102

### Senior UX Content Strategist

As a member of the User Platforms teams, I collaborate with developers, programmers, outside contractors and business analysts to identify project challenges, create processes to meet these challenges, and stand-up teams to finish the project. Current projects include creating and executing roadmaps for Web Accessibility, SEO and content optimization, and a focused effort on personal financial products.

Through research and analysis, I was able to:

- Develop processes that prioritized the user experience, reduced non-critical and poor quality content, and kept on schedule.
- Define user-stories, project requirements, style guides, expectations, and project roadmaps.
- Identify key user pain points needing additional development.

Branded Holdings LLC, Tampa, FL September 2014 to October 2016

3820 Northdale Blvd Suite 200B, Tampa FL 33624

### Content Strategist

- Increased brand value and revenue through leadership, user-focused initiatives, team and vendor management, process improvements, and information architecture using a combination of analytical and creative thinking.

- Exceeded KPI's and improved revenue through:
- Championing information architecture best practices to engineering and development teams.
- Defining project requirements, style guides, expectations, roadmaps, and budget.
- Structuring data, prototyping user interfaces, and optimize the user experience.
- Creating and documenting taxonomy, schema, relational engine design, API design and user interface roadmap for 400K+ pages and iOS/Android app.
- Translating app concept into executable project, including creating design specifications, information architecture, logic flow charts, user interfaces, and managing development team.
- Building and leading content creation teams.
- Managing and optimized media and email campaigns from inception to completion with usability studies, analytic data, and A/B testing.
- Creating personas, buyer journey maps and buying cycles, identifying target markets, and filling content gaps.

## MaxQ Group, Oldsmar, FL May 2014 to Present

### Content Strategy and Consulting

Freelance projects included information architecture, web development, back-end system administration, DB management, and front-end development.

- Migrated and redesigned local business site using NGINX/PHP configuration for Wordpress.
- Implemented content strategy and design improvements for various mobile-first landing pages and websites using Bootstrap and Django frameworks.

## AAMP of America, Clearwater, FL March 2014 to September 2014

15500 Lightwave Dr, Clearwater, FL 33760

### Social Media Strategist

Improved e-commerce business and increased B2B and B2C sales using digital and traditional marketing, including in-store displays, traditional advertising, digital campaigns, and website improvements.

- Created and improved KPI's for digital marketing by building, analyzing and translating web metrics into usable design improvements.
- Improved site navigation by defining taxonomies, structure, and process flow for various product lines.
- Improved in-store displays by integrating taxonomies across marketing channels.
- Was the primary liaison between business units, vendors, and technology.
- Increased e-commerce revenue by 80% by successfully migrated site to Magento platform, including rebuilding information architecture, payment solutions, and inventory management.

## Branded Holdings LLC, Tampa, FL May 2013 to January 2014

3820 Northdale Blvd Suite 200B, Tampa FL 33624

### Content Strategist

Improved overall site performance through integrated content strategy and improved site structure and navigation.

Content improvements included:

- Launching major content upgrades resulting in increased user interaction, more time-on-page, decreased bounce rates and improved conversion rates.
- Managing and editing remote teams of creatives and content producers.
- Providing comprehensive site audits competitive intelligence and market research.
- Completing website redesign project, including upgrading the information architecture, improving site navigation, and improving the admin user experience.
- Improving user engagement as measured by time-on-page, bounce rates, and social shares.
- Reduced annual content creation costs by over \$125,000 and lead-time through effectively building freelancer/contractor network, contract negotiation, and management, and creative problem solving.

## Universal Health Care, St. Petersburg, FL 2010 to March 2013

100 Central Avenue, St. Petersburg, FL

### Senior Copywriter

Improved open rates and conversion rates with a wide variety of material including:

- Direct mail campaigns
- Medicare newsletters
- Medicaid-focused articles
- Landing pages
- Corporate messaging
- Press releases
- and more

Marketing objectives met through collaboration with various departments, including sales, pharmacy, member services, provider services, legal and others.

- Increased direct mail response rates over 50% from 2011 to 2012 on several campaigns.
- Successfully collaborated with various departments to update and improve sales training manuals and presentations.

## Horizon Bay Retirement Living, Tampa, FL 2009 to 2010

### Marketing Strategist/Copywriter

- Responsible for developing and writing sales material, print ads, and numerous community flyers as well as designing and updating numerous ROP ads.
- Developed targeted and unique copy for regional communities.
- Developed corporate communications and corporate profile pieces.

## Western Reserve Life/AEGON, St. Petersburg, FL 2002 to 2009

570 Carillon Parkway, St. Petersburg FL 33716 727-299-1800

### Marketing Strategist/Copywriter (2002 – May 2009)

- Developed a wide variety of printed and digital media for Registered Investment Advisors, Financial Planners, CPA's and other investment professionals (and their clients) including product brochures, newsletters, digital content, email marketing, sales and prospecting material, advanced training courses, presentations and much more.
- Successfully executed new life insurance product releases, advanced sales concepts and training programs for WRL's strategic partners while working closely with C-level executives, actuaries, and other project stakeholders.

## Skills, Tools and Education

*"You shouldn't do things differently just because they're different. They need to be... better." - Elon Musk*

The following is a sampling of my skills and the tools I use and my educational history.

### **Content Management Systems**

- Adobe Experience Manager (AEM)
- Wordpress
- ModX and more

### **Data and Analytic Tools**

- Adobe Analytics (Omniure)
- Adobe Campaign and Adobe Target
- Google Analytics
- Google Search Console (formerly Webmaster tools)

[gregbowe2010@gmail.com](mailto:gregbowe2010@gmail.com)

[Online Portfolio](#)

## Wireframing and Prototyping

- Pencil & paper
- Whiteboards
- InVision
- Adobe's Experience Design (XD)

## Educational Experiences

Continual learning of new technology, strategic principals, conversion optimization and more. In other words, I love learning ways to improve.

Currently working on a Master of Science in IT at UMUC.

### Urshan Graduate School of Theology, St. Louis, MO

704 Howdershell Rd, Florissant, MO 63031

Master of Arts, May, 14 2014

### Eckerd College, St. Petersburg, FL

4200 54th Avenue S., St. Petersburg, FL 33711

Bachelor of Arts, May 1994

[https://www.gregbowe.com/?utm\\_source=online&utm\\_medium=resume&utm\\_campaign=glasdoor](https://www.gregbowe.com/?utm_source=online&utm_medium=resume&utm_campaign=glasdoor)