



# BRYAN BOWSER

Certified Digital Marketing Consultant



## Skills At-A-Glance:

- 15-Year Experience:** Certified expert with 15 years of experience in the branding, website, and digital marketing space.
- Print Production:** Extensive print production experience for MultiCam 2D/3D routers, HP and CET large format printers on multiple substrates.
- Creative Team Leader:** Experienced director with a strong ability to manage a creative team for small to large digital marketing, web, and branding projects.
- Design & Web Expert:** Expert skill in Adobe Photoshop, InDesign, Figma, Illustrator CC, HTML5, CSS3, copywriting, UX/UI, web development, Shopify and WordPress.
- Digital Marketer:** Certified by Google & Digital Marketer in digital marketing strategy, content marketing, SEO/SEM, email marketing, social media marketing, SEO, analytics and optimization



## Education & Certifications

Google &  
Digital Marketer  
2019 - 2024

### Certified Digital Marketer for:

- Foundations of Digital Marketing and E-commerce by Google
- Certified Analytics & Data Specialist by Digital Marketer
- Certified Search Marketing Specialist by Digital Marketer
- Certified Community Management Specialist by Digital Marketer
- Certified Customer Acquisition Specialist by Digital Marketer
- Certified Social Media Marketing Specialist by Digital Marketer
- Certified Direct-Response Copywriting Specialist by Digital Marketer
- Certified Conversion Funnel Specialist by Digital Marketer
- Certified Email Marketing Specialist by Digital Marketer
- Certified Content Marketing Specialist by Digital Marketer
- Certified Digital Marketing Strategist by Digital Marketer
- Certified Ecommerce Marketing Specialist by Digital Marketer

The Art Institute  
Hollywood  
2010 - 2011

### Studied Web Design And Interactive Media

My education at Art Institute extensively covered print, mobile, user experience, and web design, delving into areas like color theory, illustrations, and digital media. I gained proficiency in Photoshop, HTML5, CSS3, and print layout. The curriculum focused on web development, aligning with W3C Standards and the latest practices in the design and web industries.

ICDC College  
2008 - 2009

### Certificate in Graphic Design And Web Design

During this nine-month certificate program, I mastered design tools such as Adobe Photoshop, Illustrator, and InDesign. The course also introduced me to the essentials of web development, teaching me HTML, CSS, and JavaScript.



## Work Experience

The Design Bros  
Las Vegas, NV  
2022 - 2024

### Digital Marketing Manager

- Led a team of creative experts in executing a range of projects, from small-scale tasks to large, complex assignments.
- Oversaw the complete spectrum of branding, web design, and development, focusing on delivering visually appealing and user-friendly digital solutions that align with UX/UI best practices.
- Built a comprehensive Notion-based project management system from the ground up to streamline company and client operational processes.
- Implemented and oversaw digital marketing campaigns, focusing on strategy, content marketing, email marketing, social media marketing, SEO/SEM, data, analytics, testing and optimization.
- Managed client relations and operations, spearheading project meetings, project scopes, deliverables, client expectations and post-sale marketing.





# BRYAN BOWSER

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## Professional Skills

Business Acumen



Design



Digital Marketing



Strategy



Web Design



Web Development



## Contact Me



(818) 745-4153



hello@bryanbowser.com



www.bryanbowser.com



Las Vegas, NV



## Work Experience

**Signs By Tomorrow**  
Temecula, CA  
2021 - 2022

### Senior Graphic Designer & Production Lead

- Create 10+ designs everyday including banners, decals, vehicle graphics, and large signage.
- Proficient in using industry-standard design software like Illustrator, Photoshop, Onyx, and EnRoute.
- Skilled in working with a range of materials: ACM, Aluminum, Coroplast, Foamcore, Polystyrene, PVC.
- Direct involvement in the full cycle of design, production, and management processes.
- Operating HP machines, CET large format printers, and MultiCam 2D/3D CNC routers for digital print production.

**Freelance**  
Los Angeles, CA  
2011 - 2021

### Creative Director

- Crafted unique brand identities, including packaging, logos, and digital visuals.
- Led team on digital marketing campaigns, company audits, and ongoing client support.
- Applied best practices in content marketing to enhance client campaigns.
- Developed custom websites, ranging from small projects to extensive platforms.
- Managed email marketing, SEO, social media strategies, and PPC advertising campaigns.

**MISLA**  
Los Angeles, CA  
2020 - 2021

### Graphic Design Instructor

- Delivered over 20 hours of graphic design training.
- Guided students to produce more than 50 social media content, both individually and in teams.
- Developed the comprehensive 3-week Bootcamp curriculum.
- Explored industry best practices, efficient workflow, and the business aspects of design.
- Managed email marketing, SEO, social media strategies, and PPC advertising campaigns.

**JCPenny**  
San Bernardino, CA  
2019 - 2021

### Logistics & Jewelry Associate

- Engaged in the sale of luxury jewelry.
- Maintained a secure environment for valuable items like diamonds and gold.
- Managed the receiving and processing incoming stock and material.
- Kept the warehouse organized and well-maintained.
- Ran the cash register, floated multiple departments and supported fellow associates.

**Feather Flag Nation**  
Riverside, CA  
2017 - 2019

### Graphic Designer & Illustrator

- Regularly designed over 20 custom flags and vector graphics daily.
- Handled customer service calls, processed credit card payments, and managed order shipments.
- Oversee the entire design process from pre-press to printing and post-production.
- Demonstrated strong attention to detail in artwork creation and proofing processes.
- Maintained organized records of design projects, ensuring efficient tracking and retrieval.





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## Professional Skills

Customer Service



Fast Learner



Results Driven



Strong Work Ethic



Working Independently



Working with a Team



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Las Vegas, NV



## Work Experience

UCNH Chamber of Commerce  
North Hollywood, CA  
2011 - 2016

### Sr. Graphic & Web Designer

- Crafted a variety of corporate branding materials.
- Led and executed email and digital marketing campaigns.
- Engaged daily with the Executive Director, Board & Chamber Members.
- Actively participated in Chamber events, managing interactions and negotiations.
- Responsible for the website's upkeep and content management.

SEA Charter School  
Los Angeles, CA  
2015

### Creative Director & Graphic Design Instructor

- Guided and mentored at-risk students in the South Central Los Angeles area.
- Developed and taught an Adobe Photoshop course tailored for students.
- Collaborated with the Executive Director to provide support and advice to the youth.
- Led branding, content creation, and digital marketing efforts for both MISLA and SEA Charter
- Instructed students in the basics of Adobe Illustrator and Photoshop, equipping them with valuable design skills.

Section Studios  
Los Angeles, CA  
2013 - 2014

### Jr. Front-End Web Developer

- Collaborated with notable clients like Floyd Mayweather's TMT brand, Volkswagen, and Toyota.
- Specialized in UI/UX design, crafting visual and interactive prototypes.
- Managed projects efficiently using Agile methodologies, Scrum, and Sprint techniques.
- Coded in HTML5, jQuery, JavaScript, CSS3, and developed on WordPress platforms.
- Contributed to a positive and collaborative work atmosphere, fostering teamwork and creativity.

Pxl Agency  
Hollywood, CA  
2011 - 2012

### Jr. Web Designer & Developer

- Developed information architecture, user personas, sitemaps, and user flow diagrams.
- Emphasized mobile-first design approaches.
- Conducted A/B testing to refine user experience and website effectiveness.
- Used Adobe Photoshop, Sketch, and Illustrator for bespoke website UI design.
- Programmed, tested, and launched websites for high-profile clients.

Scan Code to See  
My Work



## Let's Work Together, I Can Help You:



Develop and maintain a comprehensive brand identity system for digital and print.



Optimize and monetize your website for a better user experience.



Create and implement an effective digital marketing strategy to improve awareness and revenue.



Build digital marketing campaigns and conduct competitor intel reports to find market opportunities.



Strategize, build, launch and maintain small to large websites to convert customers.



Write content that ranks in Google SERP and develop email marketing automated campaigns.



Lead a creative team that is hellbent on getting results and winning.