

Steven Lowry

Creative Leader | Brand Storyteller | Strategic Problem Solver

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Summary

Brand strategist and marketing leader with over two decades of experience delivering high-impact creative across digital, print, and product. Skilled in rebrands, campaigns, and content systems that drive engagement and growth. Brings clarity to complexity, aligns cross-functional teams, and builds scalable solutions that perform across every channel.

Key Achievements

- Directed a team of 10 to develop and execute creative for two Music City Bowl campaigns with a **\$5M budget**, supporting **\$41.4M** in combined revenue.
- Contributed to **\$9.7M** in annual marketing-attributed bookings with a **12x ROI** at Measure Learning.
- Led creative team at Measure Learning to exceed output goals by **139%**, driving a **41% year-over-year increase** in execution efficiency.
- Spearheaded full-scale rebrand** of Measure Learning, resulting in **100-page brand guide** and extremely positive feedback from leadership across the entire company.
- Developed and launched a centralized Digital Asset Management platform at Measure Learning, housing **2,000+ assets** and drastically reducing manual marketing requests.
- Led team of 50 for web portal redesign at Franklin American, reducing broker turnaround time by **20%** and internal processing by **25%**.

Professional Experience

Measure Learning | Remote | 2022 – 2025 | Position impacted by company-wide layoffs

Associate Creative Director (Promoted from Creative Manager)

E-learning company offering full-service assessment development, delivery, and proctoring solutions across the world.

- Directed end-to-end creative strategy and execution** across digital, print, social, and video channels for company offering test proctoring platforms and related tools
- Led strategic video brand refresh, resulting in **1M+ annual views** across HR, instructional, and marketing channels.
- Managed 3 direct reports** across graphic design, web design, and videography.
- Led creative for comprehensive **5-part, 100+ page eBook** digital campaign with display, social, and paid advertising
- Rebranded hundreds of marketing assets after acquisitions of Scantron and Examity**, aligning all digital materials while transferring all digital properties to Measure brand
- Increased year-over-year** engagement with marketing assets, including ads, web, digital, and ABM

Citizens | Franklin, TN | 2019 – 2022

Marketing Partner

One of the nation's oldest and largest financial institutions, Citizens offers a broad range of retail and commercial banking products and services to individuals, small businesses, middle-market companies, large corporations and institutions.

- Managed team of 12 to **onboard 40 Account Executives** and 10 marketers with Total Expert system for improved Salesforce integration
- Delivered email newsletter to **1000+ subscribers** and internal email communications for 1500+ recipients
- Drove marketing campaign development and product development including UI/UX design
- Spearheaded campaign to improve Wholesale Regional Managers' recruiting practices, attracting 15+ Account Executives with goal of increasing revenue by \$100M
- Directed Franklin American rebrand after acquisition by Citizens Bank, redefining brand image for **1500+ employees and millions of customers**

Interactive Media Designer

A full-service professional mortgage banker licensed to provide residential mortgages across the nation through its three divisions: retail, wholesale and correspondent.

- Supervised creative direction and strategy for cross-functional print and digital marketing initiatives including UI/UX design for websites, mobile apps, and email
- Coordinated email marketing platform migration from Marketo to Pardot including rebuilding 100+ email assets and implementing new email templates and design standards, **boosting efficiency by 30%**
- Developed brand and positioning for Appli online retail loan application process, improving user experience for **250+ retail team members**
- Created new organizing processes for marketing team strategy and produced 30-page guide for 10 product managers and designers
- Revitalized design for legacy email campaigns regarding drip, loan status, events, one-clicks, and press releases

Senior Designer / Project Marketing Lead

- Served as head designer and project lead for marketing ventures including campaigns, product releases, and sales support
- Implemented improvements for client submission, proofing, and approval processes at large publication to **reduce development costs by 66%**
- Supervised all aspects of marketing strategy for Sani Professional initiatives, including live events, and expanded product reach to well-known retailers such as **Starbucks** and **Chick-fil-A**
- Facilitated trade show presentations for **audiences of 1000+**, handling promotion, large format booth design, photography, vendor relations, and onsite support
- Maintained 12+ WordPress websites and designed custom WordPress platforms for clients

Areas of Expertise

Core Competencies

- Brand Strategy & Creative Direction
- Multi-Channel Campaign Development (Digital, Print, Social, Email)
- UI/UX Design & Web Experience
- Content & Video Marketing
- Team Leadership & Cross-Functional Collaboration
- Marketing Automation & CRM Integration
- Conversion Optimization & SEO
- Messaging, Copywriting & Visual Storytelling

Design & Production Tools

- Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Premiere Pro, Acrobat)
- Figma, Prezi, Microsoft Office Suite
- Video Production, Editing & Compositing

MarTech & Web Platforms

- HubSpot, Marketo, Salesforce/Pardot, Campaign Monitor
- WordPress, Shopify, Sitefinity, HTML/CSS, Bootstrap
- Google Analytics, SEO tools

Workflow & Collaboration

- Asana, Jira, Miro, Lucidchart, Zoho
- AI & Emerging Tech: ChatGPT, Claude, Grok

Education
