



STEVEN LOWRY

Creative Director | Marketing Strategist | Design Leader

Phone 765.437.9671

Email contact@stevenlowry.com

[LinkedIn](#)

[Website](#)

Results you can measure. Impact you can feel.

With 25+ years of experience, I specialize in building brands, shaping creative vision, and leading high-impact marketing initiatives. I've led rebrands, multi-channel campaigns, product launches, and cross-functional creative teams across education, finance, sports, and tech. Whether guiding strategy or rolling up my sleeves to execute, I bring clarity, consistency, and creative excellence to every brand I touch.

MARKETING SKILLS

Brand Strategy & Identity Design
Campaign Planning & Execution
Creative Direction & Art Direction
Cross-Functional Team Leadership
UX/UI & Digital Product Design
Video & Content Development
Marketing Automation & CRM Integration
Rebranding & M&A Brand Integration

TECHNICAL SKILLS

Design & Creative Tools:

Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro, Acrobat, Dreamweaver, Lightroom), Blender

UX/UI & Web:

Figma, Adobe XD, HTML/CSS, WordPress, Shopify, Sitefinity, Bootstrap

Marketing & Automation:

HubSpot, Pardot, Salesforce, Marketo, Campaign Monitor, Google Analytics, SEO

Platforms & Project Tools:

Bynder, Asana, Jira, Slack, Microsoft Office (Word, PowerPoint, Teams), Miro,

WORK EXPERIENCE

ASSOCIATE CREATIVE DIRECTOR · Meazure Learning / Remote / 2024 – 2025

CREATIVE MANAGER · Meazure Learning / Remote / 2022 – 2024

- Directed end-to-end creative strategy and execution across digital, print, social, and video channels for company offering test proctoring platforms and related tools
- Oversaw creative for all internal, HR, instructional, and marketing video content
- Developed visual identity for products, events, initiatives, and councils from concept to launch; upholding brand consistency across all internal and external assets
- Managed 3 direct reports including graphic design, web design, and videography
- Designed engaging landing pages, trade show experiences, and digital campaigns to support marketing efforts for Meazure and clients
- Collaborated with Product, Customer Success, Sales, RFP, Implementation, and User Experience teams; coordinated with hundreds of external business partners
- Spearheaded full-scale rebrand, resulting in 100-page brand guide and positive feedback from senior leadership
- Led creative for comprehensive 5-part, 100+ page eBook digital campaign with display, social, and paid advertising support
- Rebranded hundreds of marketing assets after acquisitions of Scantron and Examity, aligning all digital materials while transferring all digital properties to Meazure brand
- Orchestrated video brand refresh, establishing cohesive visual style across dozens of videos with hundreds of thousands of views
- Implemented and launched a Bynder DAM platform to centralize and streamline asset management company-wide as the single source of truth, containing 2K+ assets
- Increased YoY engagement with marketing assets, including ads, web, digital, and ABM
- Rollled out company-wide branded presentation system with interactive, ready-to-use templates, supporting multiple business units and solutions

EDUCATION

BACHELOR OF ARTS IN COMPUTER GRAPHICS

Indiana Wesleyan University
Marion, IN

WORK EXPERIENCE (CONTINUED)

MARKETING PARTNER

Citizens Bank / Franklin, TN / 2019 – 2022

- **Oversaw 200+ employees** in Wholesale, Retail, and Correspondence departments
- Drove marketing campaign development and product development including UI/UX design
- Delivered email newsletter to **1000+ subscribers** and circulate internal email communications for 1500+ recipients
- Led team of 50 for PowerLX project to design new online portal experience for brokers, reducing turn time by 20% and internal processing time by 25%
- Spearheaded campaign to improve Wholesale Regional Managers' recruiting practices, attracting 15+ Account Executives with goal of increasing revenue by \$100M
- Managed team of 12 to **onboard 40 Account Executives** and 10 marketers with Total Expert system for improved Salesforce integration
- Directed Franklin American rebrand after acquisition by Citizens Bank, redefining brand image for **1500+ employees and millions of customers**
- Supported department through downsizing process from 25 employees to 3, taking on responsibilities of 4 former colleagues

INTERACTIVE MEDIA DESIGNER

Franklin American Mortgage Company / Franklin, TN / 2015 – 2019

- Supervised creative direction and strategy for cross-functional print and digital marketing initiatives including UI/UX design for websites, mobile apps, and email
- Directed team of 10 to conceptualize theme and design all marketing materials for 2016 and 2017 Music City Bowl with \$5M budget, contributing to **\$41.4M in combined revenue**
- 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

Durik Advertising / Franklin, TN / 2013 – 2015

- 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 platform to distribute email newsletter, attracting **3800+ views**
- Trained employees on new software programs and workflow improvements