



STEVEN LOWRY

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Creative Director | Marketing Strategist | Design Leader

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.


AREAS OF EXPERTISE


- 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
- Brand Integration & Rebranding Initiatives


SELECTED CAREER HIGHLIGHTS


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


TECHNICAL SKILLS & PLATFORMS


 **Design & Creative Tools:**
Adobe Creative Suite (Photoshop, Illustrator, InDesign, Acrobat, Lightroom), Blender

 **UX/UI & Web:**
Figma, Adobe XD, HTML/CSS, WordPress, Shopify, Sitefinity, Bootstrap

 **Video:**
Adobe Premiere Pro, DaVinci Resolve, video production/direction, editing/compositing

 **Marketing & Automation:**
HubSpot, Pardot, Salesforce, Marketo, Campaign Monitor, Google Analytics, SEO

 **Project Management Tools:**
Bynder, Asana, Jira, Slack, Microsoft Office (Word, PowerPoint, Teams), Miro, Prezi, Lucidchart

 **Emerging Tech:**
ChatGPT, Claude, Grok, Accessibility Standards

PROFESSIONAL EXPERIENCE

Associate Creative Director / Creative Manager | Meazure Learning — Remote | 2022 – 2025

- **Led creative for comprehensive 5-part, 100+ page eBook digital campaign** with display, social, and paid advertising support
- **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 direction for internal, HR, instructional, and marketing video content, generating over **1M unique customer views annually**.
- 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
- **Rebranded hundreds of marketing assets** after acquisitions of Scantron and Examity, aligning all digital materials while transferring all digital properties to Meazure brand
- Rolled out company-wide branded presentation system with interactive, ready-to-use templates, supporting multiple business units and solutions

Marketing Partner | Citizens Bank — Franklin, TN | 2019 – 2022

- Delivered email newsletter to 1000+ subscribers and circulate internal email communications for **1500+ recipients**
- 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**

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
- 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**

Sr. 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

EDUCATION

Bachelor of Arts in Computer Graphics | Indiana Wesleyan University — Marion, IN