

# BOBBI BOWERS

Creative Leader

## ABOUT ME

A driven, multi-disciplinary and strategic creative leader with extensive experience leading and inspiring cross-functional teams to develop breakthrough integrated marketing solutions that build brands and deliver business results



## CLIENTS

Some of the world's most prestigious CPG and Tech brands

Mars Wrigley  
Unilever  
Procter & Gamble  
Coca-Cola  
Bayer  
Bacardi  
Xfinity  
Samsung  
PlayStation Network



## AWARDS

Grand Effie Finalist  
3X Gold Effie  
2X Bronze Effie  
JWT High Potential 2018



## GET IN TOUCH

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Email: [bobbibowers@gmail.com](mailto:bobbibowers@gmail.com)

Portfolio: [bobbibowers.com](http://bobbibowers.com) (PW: WIP2022)

LinkedIn: [linkedin.com/in/bobbibowers](https://www.linkedin.com/in/bobbibowers)

## Executive Creative Director @ The Mars Agency

December 2020 – Present

- Provide Executive-level creative and thought leadership on half of the agency's US-based consumer promotion and commerce accounts, including Mars Wrigley (US and Canada), Conagra, Bacardi, Constellation, Bayer, Blue Triton and Henkel
- Responsible for leading, mentoring and developing a team of 50+ creatives of various skillsets, including four VP-level direct reports
- Member of the agency's Global Executive Leadership Team
- Play a key role in influencing creative and agency operations during a time of rapid growth (+50% YOY) and transformation
- Help to pitch, win, transition and onboard new business
- Active in internal agency initiatives, including the agency's mentorship and women's leadership programs

## SVP Creative Director @ FCB

November 2018 to December 2020

- Served as the creative lead of the agency's commerce activation practice
- Lead a team of creatives across multiple accounts totaling \$15M+ in agency revenue
- Played a key role in high-profile agency initiatives, including agency positionings and new business pitches

## Group Creative Director @ Mirum

June 2018 – November 2018

*Creative Director, March 2016 – June 2018*

*Associate Creative Director, February 2014 – March 2016*

- Served as a cross-functional creative lead on a WPP integrated agency team (Team Unilever Shopper re: Geometry Global)
- Lead omni-channel campaign development across the portfolio of Unilever brands for key retailers like Target, Walgreens, CVS, Kroger and Albertsons
- Played a crucial role in the development of creative and campaign strategies

## Associate Creative Director @ Arc Worldwide

April 2012 – February 2014

- Served as the creative lead on the Coca-Cola account
- Responsible for the creation and sell-in of national consumer promotions and programs for Coca-Cola, Diet Coke, Coke Zero, Sprite, Dasani and Vitamin Water

## EDUCATION

### Bradley University

Bachelor of Arts in Public Relations; Minor in Marketing

### Second City Training Center

Improv Program (the best real-world training there is)