

Amy Bowers

Amy Bowers • Austin, TX • 281-450-9235 • amyzingbowers@gmail.com

Creative marketer and graphic designer with 15+ years of experience helping brands grow through authentic community engagement, compelling content, and elevated visuals. My background spans education, publications, restaurants, retail, and technology, providing a well-rounded perspective on hospitality and what captures attention and drives conversions.

EXPERIENCE

Brand Ambassador & Customs Marketing

April 2025 - Sept 2025

Allied Gallery | 9850 W State Hwy 29, Liberty Hill, TX • 512-887-5175

- Discovered new leads and built vendor partnerships that elevated brand exposure across competitive markets.
- Polished lunch-and-learns, networking events, and partnership initiatives to expand industry presence.
- Showcased marketing content and event materials that improved customer understanding and conversions.

Social Marketer & Senior Graphic Designer

Dec 2021 - Dec 2023

Popmenu (ATX Remote) | 1000 Parkwood Circle Ste 100, Atlanta, GA 30339 • 844-767-6368

- Popped 330+ monthly social media assets for multiple accounts with consistent brand accuracy and high engagement.
- Flavored creative email marketing campaigns that improved ROI and boosted customer retention across restaurant partners.
- Served increased client visibility and revenue through optimized creative concepts, design templates, and SMS strategies.

Social Marketer & Community Manager

Jan 2016 - June 2019

Atlas Wearables | 7101 Easy Wind Dr Ste 3103, Austin, TX 78752 • 512-829-8887

- Workout tutorial videos and social content for YouTube, strengthening brand identity and user experience.
- Strengthened qualified leads and contributed to notable revenue improvement through targeted campaigns.
- Cooled-off escalated IT support concerns, recapturing customer loyalty and improving product satisfaction.

Social Marketer & Community Success

Dec 2014 - Dec 2015

BeardBrand | 925 S Capital Of Texas Hwy, Austin, TX 78746 • 260-750-7453

- Grew customer communications, reviews, and product inquiries with a focus on brand culture and positive experience.
- Trimmed RMAs and exchanges, reducing complaints and improving customer satisfaction.
- Styled social assets, supported pop-up events, and contributed to community-building initiatives to Keep On Growing.

Social Marketer & Community Success

June 2012 - Oct 2015

AAPG (ATX Remote) | 1444 S Boulder, Tulsa, OK 74119 • 918-584-2555

- Explored email campaigns, PowerPoints, and scientific visualizations for geology publications and conferences.
- Analyzed content for the educational department socials, improving reach and audience engagement.
- Produced higher conference attendance by sourcing creative marketing strategies.

EDUCATION

University Of Houston | Bachelor of Fine Arts

2005 - 2009

Elgin High School | Diploma

1997 - 2000

SKILLS

Adobe Suite • Buffer • Canva • Constant Contact • Hootsuite • Klaviyo • Mailchimp • Microsoft Suite • Monday • QuickBooks • Salesforce • ShipStation • Shopify • Slack • Squarespace • Stripe • WordPress • Wix • Zendesk