

# Steven Bowles

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## COMMUNICATIONS MANAGER AND OPERATIONS MANAGER

Accomplished communications manager, content creator, team leader and operations manager with experience spanning the technology, financial, and real estate industries. A natural, proven leader and strategic thinker with an extensive track record of delivering successful, high-quality projects and campaigns on time and on budget.

## SKILLS

### Communications

- Database Management
- Webinars
- Newsletters
- Social Media
- Blogging
- Published Author

### Leadership & Strategy

- Team building
- People management
- Resource allocation
- Mentorship and training
- Brand/product strategy
- Problem solving

### Creative

- Fluent in Adobe Suite
  - ID, AI, PS, DW
- Branding
- Video
  - Shooting & Postproduction
- Web Design

### Operations Management

- Process creation/implementation
- Trafficking/scheduling
- Budgeting
- Campaign launch
- Quality assurance

## PROFESSIONAL EXPERIENCE

JABRA(GN), Lowell, MA

### North America Enterprise Communications Manager & Sales Enablement, 2019–Present

Lead a team that manages all North American (NA) enterprise communications for the Jabra and BlueParrott brands by utilizing a wide range of resources, tools, and communication vehicles including newsletters, webinars, and social media. Also responsible for creating engaging content for both demand gen and nurture activities while serving as the lead creative resource in NA.

- Manage and align internal resources to optimize efficiency and meet the creative and communication needs within the region, including ABM, sales support, end customer, channel initiatives, and consumer campaigns.
- Work closely with senior leadership to forecast the ongoing communication and creative needs of the region and identify how my team can most efficiently meet those needs with the resources we have while trying to identify any potential gap.
- Work efficiently with external resources (agencies) when necessary while keeping projects on time and on budget.
- Responsible for nurturing Jabra and BlueParrott's relationship with active customers and hand-raisers through regular, multi-channel, communication.
  - Create and schedule email communication, including monthly end customer and nurture newsletters.
  - Coordinate, manage, and promote monthly webinars and simu-live events leveraging internal subject matter experts and external contributors from a wide array of alliance partners.
- Manage social media accounts for both Jabra and BlueParrott brands including contests, give-aways, and creating new content.
- Regionalize global assets for NA distribution, including print and digital assets, trade show graphics, and videos.

VIZULUXE, Portsmouth, NH

### Operations Director, 2017–2019

Brought on by the owner to run a marketing startup as the first employee. Responsibilities included:

- Run all operations for the new agency, including process creation and day-to-day communication with clients, contractors, and vendors from proposals to final deliverables.

SEAN TRACEY ASSOCIATES, Portsmouth, NH

### Account Manager and Operations Manager, 2015–2017

Served as an account manager and operations manager, managing a team of 3-6 internal and external employees, overseeing more than \$4M in revenue annually. Also responsible for many graphic design and multimedia duties.

LYNN WOOD DESIGN, Londonderry, NH

### Production Designer and Traffic Manager, 2014–2015

MARKETREACH, Goffstown, NH

### Production Designer and Production Manager, 2011–2013

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## WEBSITE

Visit [StevenMBowles.com](http://StevenMBowles.com) for a complete breakdown of my skills, work history, and multiple detailed case studies.