

KATE BOWLING

www.katebowling.com

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Education

University of Southern California

2017-2021

Bachelor of Science,
Business Administration
Communication Design

Work Experience

The Core Entertainment

May 2025 - Present
Nashville, TN

Director of Creative

- Oversee all photo and video shoots, direct overall vision to keep artist branding and direction consistent
- Create and update branded style guides for artists to ensure cohesive releases
- Meet with artists periodically to discuss and maintain their creative vision and ideas
- Manage staff videographer and photographer's workload and content shoots
- Direct music videos or hire the right external team
- Design/art direct single and album artwork
- Give feedback on outside creative work (label teams, freelance creatives, etc.)
- Create and maintain relationships with external creatives and find opportunities for collaboration
- Work with team to make sure all internal branding is consistent

Warner Music Nashville

May 2021 - May 2025
Nashville, TN

Multimedia Designer

- Design single and album art for WMN's artist roster to propel their music and lead to successful releases
- Attend artist photoshoots and assist with art direction, photography (primary and BTS), and more.
- Design all physical packaging: vinyl, CD, etc.
- Create digital and print advertisements for artists' releases to drive consumption
- Brainstorm and work directly with the marketing team to produce social media content (static and video) for both artist use and company use
- Develop logos and other elements to create a strong, lasting brand for artists across all platforms
- Design all signage for artist and company events
- Organize presentations and pitches for internal and external use on both a local and global scale

Skills

Adobe Creative Suite

Photoshop

Illustrator

InDesign

Premiere Pro

After Effects

Acrobat

Microsoft Office

Branding & Logo Design

Packaging Design

Presentation Design

Marketing

Photography

Typography

Strategy

Creative Thinking

Black Box LA

Oct. 2020 - May 2021
Los Angeles, CA

Designer and Digital Content Creator

- Create client logos and help with rebrand to enhance artistic image of recording artists
- Design single and album art for various artists to spearhead their releases and lead to additional assets
- Build upon previous content creation role

May 2020 - Oct. 2020

Content Creation Intern

- Develop social media filters, playlist covers, social graphics, as well as social, newsletter, and website skins for successful campaigns
- Produce illustration and animation work and video editing for social media and YouTube

KBP Foods

May 2019 - Aug. 2019
Overland Park, KS

Marketing and Communications Intern

- Design POP displays, billboards, merchandise, and other tools for KFC restaurants to enhance customer experience
- Write and develop internal and external communications to increase sales