

JAMES B. MOWDY

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James B. Mowdy intuitively transforms story into bold tactics and winning, goal-focused strategy. An experienced communications professional, he provides visionary yet pragmatic guidance to small business owners, the C-Suite and established brands.

Virtual Consulting • Brand Development • Brand Management • Corporate Communications • Reputation Management • PR
Email Marketing • Social Marketing • Content Creation • Project Management • Campaign Development • Public Speaking

PROFESSIONAL EXPERIENCE

Community Housing Opportunities Corporation (CHOC) | Fairfield, CA • March 2018 – Present

Corporate Communications Director leading strategic brand storytelling, reputation management and marcom for this non-profit, multifamily affordable housing developer. In concert with my team of consultants and a public relations partner, successfully raising CHOC's profile through innovative content, social media, event and PR initiatives.

- Global brand awareness and architectural design recognition: *#CHOCxMW* campaign, CHOC CEO *Monocle on Design* and *ForbesBooks* podcast interviews, *International Design Awards* win
- Coachella Valley groundbreakings with unprecedented media reach: *#CHOCMonarch*, *#PlacitaDoloresHuerta*
- Monthly website news content; 3000+ website subscribers for email newsletter, 70% average open rate
- Managed design and launch of new corporate website and refreshed visual brand identity.

BSPOKE Brand Consultancy #bspokebrands | San Francisco, California • May 2011 – Present

Founder working with individuals, teams and the C-suite on communications, strategy and training briefs, specializing in social media and brand strategy, UX, pitch deck development, executive speaking engagements and bespoke brand experiences for early stage and established brands. Integrated with #operainnovation in 2023.

- **Brand Therapy** - Launched in 2018, one-to-one virtual consulting sessions for small business owners, founders, performance-based artists, the c-suite, and creators seeking a confidential sounding board to discuss brand-centric strategy, current challenges, new projects / initiatives.
- **UCSF** - Social strategist for #SugarScience, the authoritative source for the scientific evidence about sugar and its impact on health - a public health initiative that reached and moved a combined 1MM+ to action; brand development and strategy for the UCSF COAST/SSEW project
- **Santa Fe Opera** - Developed company's first strategic social media storytelling plan; developed SFO brand voice; developed SFO PR focus; developed *Opera Singers are Brands* live training for SFO's apprentice program
- **British American Business Council of San Francisco** – Exponential growth of #babcsf social channels and IRL membership through live social events in San Francisco and Silicon Valley

Ten Group USA | San Francisco, California • April 2010 – April 2011

USA Travel Manager who launched Ten Group's USA presence, managing the travel component for three (3) concierge brands. Built relationships with top travel and luxury brands, developing exclusive member benefits and brand experiences. Served as a resource for all matters relating to USA business development, B2B/B2C relationship marketing.

PRIOR ROLES

British Airways Americas | San Francisco, CA • **Macy's Inc. Advertising** | San Francisco, CA
M&C Saatchi | Sydney, NSW • **Present Australia** | 2000 Sydney Olympics
Lonely Planet | Melbourne, Victoria • **Discovery Channel Advertising Sales** | New York City

EDUCATION

MBA | 2004 | University of Phoenix, Tucson, Arizona
B.A., French Language & Literature | 1995 | SF State University, SF, California
Advertising Studies | 1990-91 | Université Sorbonne Nouvelle - Paris 3