



DARREN MOORE

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Experienced Visual Design Leader with a strong background in visual brand strategy, creative marketing campaigns, and project management. I am pursuing a position in an action-oriented, mission-driven organization. Skilled at developing straightforward, impactful campaigns and communications.

Professional Experience

Digital Content & Visual Brand Manager

March 2016 – Present

LMH Health, Lawrence, KS

- Spearhead the strategic execution of organizational initiatives and priorities, focusing marketing and communications to improve brand impress and engagement.
- Led a comprehensive visual rebranding initiative, aligning the brand with a health model of care for a 174-bed hospital and 30 physician clinics; oversee the execution of all consumer marketing campaigns and enterprise-wide communications.
- Establish and maintain relationships with key vendors, including advertising agencies, graphic designers, writers, videographers, photographers and website developers, to ensure brand consistency and voice across all channels.
- Successfully project-manage the implementation of a business-to-consumer CRM system, integrating an Oracle/Cerner patient database to boost customer loyalty and revenue through email and direct mail campaigns.
- Oversaw a complete website redesign and rebranding, implementing an updated content strategy that improves health literacy, search, and accessibility, resulting in a 54% increase in site page views and a 143% improvement in search results.
- Implemented a marketing project management system using Smartsheet, enhancing department workflow, efficiency, and tracking.
- Facilitate discovery, planning, and scoping sessions with executive, leadership, operational, regulatory, and clinical teams for integrated marketing strategies.

President

TITUS D, Co., Lawrence, KS

August 1996 – March 2016

- Provided marketing communications and creative services to healthcare organizations and manufacturers, ensuring brand consistency and strategic messaging across all materials.
- Designed and produced strategic communications, including annual reports, newsletters, and advertising, maintaining brand assets for all clients.
- Developed business-to-consumer packaging and marketing collateral for B2C products sold nationwide, enhancing brand visibility and consumer engagement.

Art Director

BTDesign, Lawrence, KS

August 1994 – August 1996

Art Director

Patterson Advertising Agency, Topeka, KS

July 1991 – August 1994

Education

Bachelor of Fine Arts - Graphic Design

Fort Hays State University, Hays, Kansas

1990

Skills

- Visual Design & Branding
- Strategic Marketing & Communications
- Project Management
- Vendor & Stakeholder Relationship Management
- Website Design & Content Strategy
- CRM Implementation & Management
- Digital Marketing & SEO Enhancement
- Telehealth Services Marketing
- Marketing Project Management Tools (e.g., Smartsheet)
- Team Leadership & Collaboration

Professional Development & Training

- Lean Six Sigma® White Belt
- Working Genius®
- Gallup CliftonStrengths®
- 360 Tilt®
- AIGA Facilitation by Design