

**DEREK B. MOORE**

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FlyHawk Productions Nashville, TN 2009-present

***Owner-Creative Director***

Video and photography services and production, including shoot-write-edit video packages, company stories and films.

Develop and prepare public relations strategies and media plans, as well as write, edit, blog, create the SEO language, and execute all company websites, press releases and marketing campaigns.

Organize Photo Booth events, including prospecting and maintaining client relations, designing event graphics.

HealthStream Inc. Nashville, TN 2016-2017

***Investor Relations Communications Specialist Contractor***

Arranged and managed all pre- and post-tasks related to quarterly earnings and analysts conference call -- including financial analysis on IR Insight, post earnings follow-up calls, onsite visits, one-on-one investor meetings, conferences and non-deal roadshows.

Developed, wrote and generated story ideas and photography for the HealthStream TODAY bi-monthly newsletter.

Responsible for creative design, content generation and ongoing maintenance of the company's first intranet through CMS and intermediate html coding.

Updated company hold music by writing, recording and editing content.

Conceptualized, edited and produced both graphic design and video content for weekly CEO Vlog, including creative weekly meeting with CEO.

Created and designed internal digital signage for six subsidiaries and main headquarters.

HealthStream Inc. Nashville, TN 2015-2016

***Digital Marketing Media and Communications***

Created and scheduled social posts, monitored social media accounts to ensure timely and appropriate replies; conducted analysis of outcomes and audience, synthesized data, produced reports, etc.

Executed website content edits and updates using Sitefinity CMS.

Assisted in managing digital advertising channels, including Google AdWords, Retargeting with ListenLoop, and social media ads on LinkedIn, Facebook and Twitter.

Built and maintained HCCS.com website. Assisted in the HealthStream.com website design.

P.O.G. LLC Nashville, TN 2014-2015

***Public Relations Director, Managing Photo Booth Trainer, Sales Coordinator***

Managed the company's CRM system and handled a high volume of customer inquiries, as well as maintained a standardized, current database of client references.

Wrote sales correspondence, tracked sales orders and supported sales team, as well as clients.

Analyzed and assessed statistical data tracking and verified accuracy.

Led, managed and trained a team of over 12 employees, including scheduling, graphic selection and placement; training of current

and new marketing technologies as well as management and execution of incoming projects.

TotalSportsMag.com                      Nashville, TN                      2010-2012

***Managing News Editor, Videographer and Website Manager***

Shot, wrote, edited and produced sports video packages for TotalSportsMag.com.

Led the development of a new Content Management System, database and email marketing campaign for TotalSportsMag.com, which resulted in enhanced advertising sales production.

Implemented social media and public relations program through print, online and broadcast marketing; developed and executed social media outreach as well as email and marketing campaigns; analyzed and assessed data and outcomes.

Created and hosted podcasts and marketing events for a variety of sports genres.

Pitched, wrote and created feature sports articles sold to media outlets, including local, national and trade publications.

Organized 300+ persons to attend protest and support a wronged member of the LGBT sports community, which received national news coverage.

Traveled extensively in the U.S. for coverage and publicity, including shoots with interviews of star athletes; turned over 8-15 packages each night on traveling assignments; was responsible for all coordination with sporting event organizers.

WTVF Channel 5 News                      Nashville, TN                      2008

***Sports Internship***

Assisted in all facets of production, including checking wire reports, logging feeds and games, preparing initial scripts and working with editors to produce highlights.

