

Doug Simpler

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Senior Marketing & Brand Management Executive

Extensive success delivering exemplary results within high-profile diverse organizations.

Driven, goal-oriented transformational leader who thrives on a challenge. Unique blend of business acumen, marketing expertise, and creativity, leveraged to direct strategic successful marketing initiatives and enhance brand awareness in ever-changing dynamic environments. Adept at forging strong partnerships across multiple organizational levels. Expert presenter and all-round business person with a strong reputation for quality, precision, and delivering results. Excels at aligning core business, revenue, and growth goals to enhance ROI.

Areas of Expertise

- Strategic Marketing
- Creative Strategy
- Budgetary Management
- Marketing Communications
- Brand & Asset Management
- Campaign Development
- Project Leadership
- Omni-channel Marketing
- B2B, B2C, Employee & Recruiting
- Stakeholder & Client Relations
- Team Building & Leadership
- Collaboration & Strategic Alliances

Career Experience

Director of Marketing & Creative, TeamHealth Virtual Care, Remote

2021 – 2023

Lead a team tasked with brand development, campaign creation, and the implementation of creative strategy. Develop and oversee brand guidelines and standards and drive engagement and volume trend reporting. Leverage storytelling to present initiatives and strategies to executives, leadership and key stakeholders. Led the implementation of Asana and HubSpot to improve project planning and marketing automation.

- Developed and executed an omni-channel digital marketing campaign; boosted YOY patient volume by 300% in 2022.
- Launched an internal marketing initiative for 16,000 employees; grew use of virtual behavioral health products from 0 to 10% over 12 months.
- Overhauled and enhanced user experience to improve patient experience of our virtual care platform; delivered a 94% 'would recommend' rating from patients.
- Designed and implemented a digital advertising campaign for white label clients taking a virtual care services agreement; surpassed virtual care take up goals by 3% across total patient volume in 1 year.

Senior Creative Director, Envision Healthcare, Dallas, TX

2011 – 2020

Directed a \$1.2M budget and an 8-member creative team in graphic design, user design video animation, creative copy and trade show management in support of all marketing outcomes across the 7 organizational companies. Developed team processes for 1,200 annual deadlines, managed content calendars, production schedules, and publication deadlines, and ensure resources allocation to ensure project successful completion.

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- Developed multiple highly targeted internal, business development, recruitment, and consumer-facing campaigns; delivered \$6M+ in gross profit and a 487% ROI on marketing initiatives.
- Led the launch of an all-encompassing digital asset management tool; successfully implemented the process for 100,000+ digital assets and ensured efficient tagging, sharing, and archive solutions.
- Led the design and implementation of an impactful omni-channel marketing campaign; grew Ambulance Surgery Center volume by 15% in 18 months.

Creative Director/ Co-CEO, The Simpler Group, Plano TX

2009 –2016

Provided top-flight multi-channel client marketing strategies comprising websites, social networking, online banner networks, affiliate programs, keyword campaigns, SEO strategies, and internal communication planning. Created online B2B and B2C marketing and lead generation plans to drive customer results and held full oversight of all projects. Partnered with all stakeholders and led pitch presentations for client leadership.

- Conceptualized effective web design and online marketing strategies for 60+ client projects; leveraged online marketing trends and tactics that successfully enabled exceeding of client revenue goals.
- Expertly led a cross-functional technical project delivery team that ensured 100% completion of all projects within challenging timelines and budgetary constraints.

Senior Graphic Designer, Museum Arts, Dallas TX

2009 –2010

Headed up a strong client facing creative team in the design of museum exhibits and associated graphic elements. Led creative concept pitches to senior leadership, clients, and stakeholder to secure buy-in, and led file management efforts incorporating the naming convention development and archiving system for all organizational digital assets. Planned museum or exhibit style, concepts, flows, and layouts.

- Expertly created museum graphics and exhibits for key clients including The International Bowling Museum and Hall of Fame, Bramble Park Zoo and Fort Worth Zoos, and South Dakota State University.
- Led both the budget and creatives for a \$6M international museum and hall of fame project; generated \$450K in annual revenue during year 1 post the Grand opening event.

Additional Relevant Experience

Senior Graphic Designer | Rug Doctor | Plano, TX | 2006 – 2009

Graphic Designer | RE/MAX | Kansas City, MO | 1999 - 2004

Education

Bachelor's Degree of Science in Marketing Management | Western Governor University, Salt Lake City, UT

Associates Degree of Applied Sciences in Commercial Art | Flint Hills Technical College, Emporia, KS

*****Technical Proficiencies*****

Adobe Creative Suite | Google Analytics | HubSpot | Asana | Tableau Systems | Workfront