



BARBARA MOORE

Creative & Marketing Specialist

National marketing experience supporting independent pharmacies through PCCA Wellness Works. Expert in social media campaigns, branding, and digital/print marketing.

Available for remote full-time, contract, or freelance roles.

Houston, TX | Remote

📞 (1) 832 423 -0755

✉️ bgmoore555@gmail.com

📍 Portfolio: www.arborlinavenue.com

[Linkedin](#)

MARKETING & CREATIVE SKILLS

- Social Media Campaign Strategy
- Content Creation (Reels, Video, Animation)
- Branding & Identity Development
- Marketing Collateral & Tradeshow Graphics
- Email Campaign Design
- Website Content Management

TOOLS

Adobe Creative Suite (Photoshop, Illustrator, InDesign) • Meta Business Suite • Canva • Microsoft Office • Basic Analytics & Reporting

- CMS Platforms

PROFESSIONAL EXPERIENCE

Creative & Marketing Specialist – Wellness Works Division Professional Compounding Centers of America (PCCA)

Oct 2017 – June 2025

- Led marketing support for independent pharmacies nationwide promoting custom supplement programs.
- Created social media campaigns including posts, reels, videos, and animations for Facebook and Instagram.
- Designed advertising collateral, packaging, brochures, email campaigns, and point-of-sale materials.
- Developed marketing calendars aligned with seasonal promotions and product launches.
- Maintained Wellness Works website content using CMS tools.
- Collaborated remotely with pharmacists, vendors, and marketing teams across the U.S.

Owner / Freelance Creative Director

Arborlin Avenue Creative Services

May 2016 – Present

- Provide marketing and design services for small-to-mid-size businesses and nonprofits.
- Develop branding systems, logos, advertising campaigns, and social media content.
- Design tradeshow graphics, event branding, packaging, and website solutions.
- Manage client projects remotely from concept through final delivery.

Global Marketing & Creative Services

Halliburton

Directed global corporate branding for major energy technology division. Managed \$2M creative budget, led 5-person design team, oversaw advertising, events, and marketing collateral worldwide.

Awards: 7 MVP Awards, 2 Landmark Star Awards, Global Trade Publication Advertising Awards.

EDUCATION

Southern University A&M College – Baton Rouge, LA

BA Political Science

AWARDS

PCCA Project Marketing Award

7 Halliburton MVP Awards

2 Landmark Star Awards