

Stephen Simmang

Creative Direction · Brand & Marketing Strategy · Video Production

Dallas, TX · 972-464-8309 · stephensimmang95@gmail.com · stephensimmang.com · [LinkedIn](#)

Summary

Founder and creative and marketing lead with eight years of building brands from zero and producing their video, owning the look, voice, and direction of each venture, then executing it across web, video, and social. Set the strategy that grew a wellness practice's Instagram from 0 to 30,000+ followers in 18 months, helped a wellness platform reach 100,000+ members, and helped grow revenue 20x in four years, from \$111K to \$2.2M. Currently work as a freelance creative director and video producer, handling everything from strategy and interviews to filming, editing, and client outreach. Equal parts vision and hands-on builder, strongest on small teams where one person wears many hats.

Key Skills

- **Creative & Brand:** Creative Direction, Brand Identity & Design Direction, Web Design & Direction, Copywriting & Messaging, Agency & Vendor Direction
- **Marketing & Growth:** Marketing Strategy, Social Media Growth, Content Strategy, Ad Concept & Management, Data Analysis
- **Video & Production:** Video Production & Editing, Interview Direction & On-Camera Coaching, Brand, Promo & Social Films, Vertical Content for Social Media, Personalized Sales & Proposal Pages

Experience

Freelance Creative Director & Video Producer · 2025 to Present

- Expanded eight years of producing video for my own companies into independent work for outside clients, creating founder films, team introductions, brand films, social promos, and personal career films for businesses and professionals across DFW.
- Lead every stage of production: creative strategy, interview direction, on-site filming, lighting and sound, editing, and delivery in formats sized for web and social media.

- Built a freelance brand, positioning, and website from the ground up, including messaging, portfolio, and service structure.
- Designed a personalized outreach system: researching each prospect's business, then building a custom proposal web page with a tailored video plan, sourced industry statistics, and a personal intro video.
- Coach on-camera talent through guided conversation instead of scripts, so the final films feel genuine rather than rehearsed.

Co-Owner, Creative & Marketing Lead | Kale Diagnostics / Kale Health · 2019 to 2025

- Co-founded a health and wellness practice and led all creative and marketing direction, including brand identity, voice, and the overall look and feel of the company.
- Set the creative strategy behind every asset, from brand and website to ad concepts and video, deciding not just what to make, but how it should feel and the response it should evoke.
- Designed and built the company website end to end, then directed an outside agency on design while owning every creative decision.
- Grew the Instagram audience from 0 to 30,000+ followers in 18 months through an owned content, social, and video strategy.
- Concepted, produced, and edited the company's video ads, commercials, and social content in-house, used across every marketing channel.
- Helped grow revenue from \$111K to \$2.2M in four years.

Co-Founder | Prioritize Wellness · 2017 to 2025

- Co-founded a wellness education and benefits platform offered as a membership to groups and associations, reaching more than 100,000 members.
- Owned the full brand, marketing strategy, and website design from the ground up.
- Positioned the platform as the wellness benefit itself, partnering with brokers and organizations such as Gallagher to distribute it to their member associations.

Marketing & Brand, Launch Team | Joppa HealthShare · 2019 to 2020

- Contributed to the marketing initiative to structure and launch a health share, supporting the brand, website, and plan benefits.
- Helped launch and market the offering to an audience of hundreds of thousands of members.

Founder | Pronto Telemedicine · 2019

- Founded and operated a telemedicine venture, delivering virtual care access as a benefit for client groups.

Data Analyst & Marketing Support | Adroit Health Group · 2017 to 2019

- Developed supplemental health insurance and limited-medical benefit packages sold to associations and groups.
- Advised the CEO and President on marketing strategy for supplemental benefits, including integration into call-center sales workflows.
- Produced and edited marketing videos for benefit offerings, supported website design, and performed data analysis to support benefit design and reporting.

Education & Highlights

Liberty University · Interdisciplinary Studies (Social Sciences), History minor · Lynchburg, VA · 2015 to 2017

- Awarded a music scholarship; performed at university convocation three times weekly before audiences of 10,000+ and toured nationally as a performing musician.

Hebron High School · Carrollton, TX · Graduated 2014