

Stephen Simmang

Creative Direction · Brand & Marketing Strategy · Video Production

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Summary

Founder and creative and marketing lead with nine 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, AI Systems, Workflows & Prompt Engineering
- **Marketing & Growth:** Marketing Strategy, Content Strategy, Social Media Growth, Email & SMS Marketing Campaigns, CRM & Marketing Automation, Influencer Marketing & Creator Partnerships, Ad Concepts, Data Analysis
- **Video & Production:** Video Production & Editing, Interview Direction & On-Camera Coaching, Brand, Promo & Social Films, Vertical Content for Social Media
- **Tools & Platforms:** Figma, Canva, Adobe Premiere Pro, DaVinci Resolve, CapCut, Logic Pro, Lovable, Claude, ChatGPT, Gemini, Flodesk, HubSpot, Monday.com, Slack, Instagram, YouTube, Vimeo

Experience

Freelance Creative Director & Video Producer · 2025 to Present

- Expanded nine 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-Founder, Creative & Marketing Lead | Prioritize Wellness · Kale Diagnostics / Kale Health · 2017 to 2025

- Co-founded a wellness company that ran a membership benefits platform, reaching more than 100,000 members through partners such as Gallagher, and a health and wellness practice.
- Led all creative and marketing direction, including brand identity, voice, and the overall look and feel of both brands.
- Managed the in-house marketing team and an outside agency, leading every project from the first brief to the final delivery.
- Built and ran the influencer social media strategy, partnering with creators as big as Courtney Alexis King (1.3M followers) and JB Copeland (2.1M followers) to promote the brand.
- Designed and built the company websites, and set the creative strategy behind every asset, from brand and ad concepts to video.
- Concepted, produced, and edited the company's video ads, commercials, and social content in-house, used across every marketing channel.
- Built and ran the email and SMS marketing program for a list of 50,000+ subscribers, including a weekly educational newsletter and automated campaigns in Flodesk, and managed the CRM and lead pipeline.
- Grew the Instagram audience from 0 to 30,000+ followers in 18 months, and helped grow revenue from \$111K to \$2.2M in four years.

Marketing & Brand, Launch Team (Contract) | 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.

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 · Coursework in Interdisciplinary Studies (Social Sciences) and History
· 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.