

CREATIVE DIRECTOR

DOMINIQUE ZUMWALT

People-focused creative leader passionate about brand storytelling and mentorship with 10+ years of experience in hyper-growth tech companies spanning B2B, D2C, healthtech, and SaaS

SKILLQ	EXPERIENCE
• Design • Rebranding • Copywriting • Scriptwriting • Storyboarding • Team leadership • Event marketing • Brand storytelling • Creative direction • Brand activations • Campaign strategy • Brand architecture • Project management • Performance creative • Editorial/content strategy • Brand identity and strategy • Vendor/agency management • Integrated marketing campaigns • Budget forecasting & management	Head of Content & Creative SonderMind • Led all content and creative initiatives spanning design, animation, motion graphics, video production, VFX, SFX, copywriting, branding, UX design, organic SEO content, social media, and sales print collateral for all D2C, B2B, and enterprise audiences • Refreshed existing brand elements to achieve a more modern, elegant, and differentiated look-and-feel without departing from the core of the brand • Improved creative performance on paid media channels by improving CPC by 36% improving CTR by 40%, and improving CAC by 60% • Led the company's first-ever full-funnel campaign—spearheading GTM strategy, messaging framework, concepting, production & channel activation • Improved creative velocity by 180% in order to improve our experimentation roadmap and invest in new verticals • Sunsetted existing 3rd-party agency support due to quality and velocity of creative concerns; quickly implemented a combination of in-house and freelance support with trusted creatives in my network in my first 60 days • Established KPI baselines for creative across all marketing channels to be able to benchmark success of future campaigns • Regularly pitched creative concepts to C-Suite for buy-in and approval • Cross-functionally collaborated with executive leaders to align business goals and outcomes to ensure optimal, efficient workflows across the organization • Launched an entirely new website homepage by developing messaging hierarchy, leveraging consumer research, shaping creative direction for photography, typography, and UX design • Co-managed \$40M annual marketing budget • Owned relationships with external partners (agencies, freelancers, vendors, photographers, production houses) • Wrote insurance-specific Google ad copy that improved quality scores from “Average” to “Excellent,” increasing share of voice and reducing CPC by 52% • Led social media strategy by implementing best practices, resulting in up to 136% MoM growth on core channels including META and LinkedIn • Grew editorial contributor network of subject-matter experts to improve authority and thought-leadership opportunity while simultaneously increasing content publishing velocity by 250% • Designed booth for key industry event to drive enterprise contracts and revenue—including a brand activation to drive traffic and engagement
SOFTWARE	
• Design – Adobe, Figma, Canva, Blender • Data & Testing – Google Analytics, Amplitude, SEMRush, Hotjar, AB Tasty • CMS – Wordpress, Strapi, Contentful • AI – Gemini, VEO3, Magnific, Open Art	

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RECOGNITION	EXPERIENCE (CONTINUED)
Platinum – Best in Category Creativity International Design Awards Project: Pollen Magazine Category: Complete Magazine Design Silver W3 Awards Campaign: Meet Monarch Category: Branded Entertainment Finalist Brand Film Awards Campaign: Meet Monarch Category: Healthcare – Branded Finalist Digiday Video and TV Awards Campaign: Cultivate Your Curiosity Category: Best Brand Film Finalist Brand Film Awards Campaign: It Was Only Natural Category: B2B	Creative Director, Marketing SimplePractice - Championed, grew, and led a 15+ in-house creative agency of copywriters, video producers, project managers, plus visual, motion, and UX designers - Spearheaded an entire rebrand to improve our competitive positioning - Led creative strategy before and after company's IPO and throughout hyper-growth stage (\$30M ARR to \$160M ARR) - Partnered closely with CMO on brand strategy and architecture - Collaborated with VP of Product Marketing on customer research and market expansion, leveraging data-backed research to create precise messaging for SMB, consumer, and enterprise audiences - Partnered with VP of Growth Marketing to create, test, and iterate on performance creative across YouTube, GDN, and Meta—improving ROA by 200% on certain campaigns - Oversaw and managed \$1M+ in annual creative/production budgets - Owned relationships with external partners (agencies, freelancers, vendors, photographers, production houses) - Created, developed, launched, and measured full-funnel brand campaigns that increased brand awareness and comprehension by 10% YoY - Developed employer brand to help attract top talent across the organization Creative Lead SimplePractice - Built an award-winning magazine that ultimately ended up driving 15% of all new customer acquisition, resulting in \$2.35M in annual revenue - Managed a team of internal and external copywriters and designers ensuring brand consistency across organic and paid channels - Produced hundreds of lead-gen, thought-leadership content including case studies, ebooks, and articles - Worked closely with CEO/founder to codify and evolve brand during critical period of market expansion - Developed a comprehensive style guide to build institutional knowledge as team quickly grew - Built a scalable, repeatable workflow that increased creative velocity by 48% - Produced virtual and in-person experiential brand moments to increase brand loyalty and affinity
EDUCATION	
BA, Cum Laude Intensive Literature with an emphasis in Poetry <i>University of California, Santa Cruz</i>	