

CREATIVE DIRECTOR

DOMINIQUE ZUMWALT

People-focused creative leader passionate about brand storytelling
and mentorship with 8+ years of experience in healthtech, SaaS, and publishing

SKILLS	EXPERIENCE
<ul style="list-style-type: none">• Copywriting• Team leadership• Brand storytelling• Creative direction• Campaign strategy• Brand architecture• Project management• Performance creative• Editorial/content strategy• Brand identity and strategy• Integrated marketing campaigns	<div><div>Creative Director, Marketing</div><div>SimplePractice (ESMT)</div><ul style="list-style-type: none">• Championed, grew, and led a 12+ 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 Head of Brand on brand strategy and architecture• Collaborate 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 recent campaigns• Oversaw and managed nearly \$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</div>
AWARDS	
<div>Platinum – Best in Category Creativity International Design Awards Project: Pollen Magazine Category: Complete Magazine Design March 2022</div> <div>Finalist Digiday Video and TV Awards Campaign: Cultivate Your Curiosity Category: Best Brand Film Feb 2022</div> <div>Silver W3 Awards Campaign: Meet Monarch Category: Branded Entertainment Oct 2021</div> <div>Finalist Brand Film Awards Campaign: It Was Only Natural Category: B2B March 2021</div>	<div><div>Creative Lead</div><div>SimplePractice (ESMT)</div><ul style="list-style-type: none">• Reimagined the content strategy from a blog to an award-winning online and print magazine• 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</div> <div><div>Lead Copywriter</div><div>ServiceTitan</div><ul style="list-style-type: none">• Spearheaded copy on creative team for all brand campaigns and events</div> <div><div>Senior Copywriter</div><div>WebStyle</div><ul style="list-style-type: none">• Led and managed copy team for SMB clients at a digital marketing agency</div>