

# Stephanie Halmich

**Creative Director**

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## about

Audience-focused and data driven Creative Director who enhances brand awareness across B2C and B2B companies by employing strategic brand development and creative storytelling. Uniquely experienced in launching new brands and scaling new ventures within both established corporations and high-growth startups and successfully optimizing limited resources and budgets for maximum results.

## skills

### Creative & Strategic Leadership

Steering creative strategy, brand development, brand identity, and brand positioning, with a focus on high-stakes stakeholder management

Brand Launch & Leadership

End-to-End Brand Consistency Oversight

Value Proposition & Content Development

Message Creation & Storytelling

Team Leadership & Agency Management

Cross-platform Campaign Execution

### Technical Proficiency

Adobe Creative Suite

WordPress

Figma

Asana

Microsoft Office

Graphic Design

Copywriting

Editing

Content Creation

Website Development

## work

Ideanomics / Electric Vehicles / 2018 - present

### Creative Director

**Oversee planning and launch of all branding initiatives for Ideanomics and its global subsidiaries.**

- Led the creative team and established and dramatically grew budget and department while also defining and implementing overall creative strategy, goals and expansion plans including brand identity evolution, creative campaign direction and content development.
- Positioned Ideanomics as an innovative leader through creative campaigns across all marketing disciplines including product marketing, brand, advertising, digital, social, content and sales enablement.
- Drove brand engagement by crafting and overseeing a unified creative strategy that guided the customer journey from awareness to decision-making.
- Managed the complete creative rollout of key initiatives by defining the creative narrative, visual language and content strategy that aligned with brand values and business objectives.
- Led strategic brand audits and creative direction for major brand repositioning initiatives for global subsidiaries in markets across the US, Europe and Asia.
- Built and mentored a creative team of 9 professionals (graphic designers, copywriters, UI / UX professionals, video editors), ensuring excellence.
- Spearheaded innovation management, guiding team brainstorming, idea selection and implementation, while fostering a culture of creativity and risk-taking.
- Strategically partnered with cross-functional teams, including marketing, communications, investor relations, product development, software developers and technology, focusing on unified brand messaging and campaign alignment.
- Collaborated with marketing and communications teams to execute cross-platform campaigns, integrating social media, email and digital advertising with targeted content and event promotions for cohesive brand messaging.
- Partnered with experts at our subsidiaries to analyze market trends and customer needs, informing a targeted, data-driven brand strategy.
- Managed relationships with external creative agencies and freelancers, ensuring brand consistency and high-quality output across all platforms.
- Oversaw the creative team's budget, aligning financial resources with marketing goals to optimize impact and efficiency.
- Established scalable creative processes using Asana and a flexible resource allocation model, effectively adapting to changing priorities and workloads.
- Directed a content marketing strategy, producing educational blog posts, email blasts and videos enhancing brand engagement and knowledge sharing.
- Collaborated with an external SEO agency to optimize website content, improving online visibility and search engine rankings.
- Implemented cost-saving measures by integrating production functions internally, reducing product photo shoot costs by 75% without compromising quality.
- Led the transition of website development in-house, achieving significant cost savings and increased efficiency in project timelines, while maintaining quality.

## skills

### Innovative Technologies

Chat GPT

MidJourney

### Management

Photo Shoot Production

Project Management & Collaboration

Event Design & Execution

Budgeting

### Communication

Adept at articulating and presenting creative visions and strategies to stakeholders at all levels, from team members to C-suite executives.

## passion

### Pressed in Brooklyn

2010 - 2012

Following a deep passion for design, I founded a letterpress company, specialized in crafting bespoke wedding invitations using antique letterpresses. This venture allowed me to explore my own creativity and the intricate artistry of letterpress printing.

## awards

### Society of Professional Journalists, Philadelphia

First place, page design - beating all other regional papers, including Philadelphia Inquirer

### American City Business Journals

First place, page design - company-wide competition involving 43 publications

## education

### University of Missouri Columbia

Double Major in Journalism & German

### Parsons School of Design

Certification in Digital Design

## work

### Freelance / 2014 - 2018

#### Creative Director

**Developed brand strategies, brand identities and execution plans that increased brand perception and investor engagement and led to pilot programs and sales.**

#### GDS360 / Cybersecurity

- Positioned and differentiated GDS360 as an innovative start-up, within a confusing and saturated cybersecurity market, through a rebranding effort consisting of: competitor research and analysis, logo and identity revamp, value proposition, messaging, content creation, website creation, product UI / UX redesign, investor decks, pitch decks, infographics, blogging, social media, communications and targeted email campaigns.
- These initiatives led to heightened investor engagement, empowered sales and culminated in the launch of a pilot program with a prominent national healthcare provider.

#### MICE360 / Cybersecurity

- Developed and launched a website to support the sales efforts of GDS360.
- Assessed market position and trends, devised creative design and content to present to C-level, fostering consensus across all stakeholders.
- Interpreted complex technology and cybersecurity related information, translating it into accessible, easy to digest blog posts and articles for the target audience.

#### GES / Cybersecurity

- Forged and sustained high-performance relationships with the sales team of Global Enterprise Strategies, a distribution channel for GDS360.
- Significantly expanded online presence by crafting and launching a rebranded website along with interactive, engaging and dynamic educational materials for training a sales team of 25+ individuals - receiving consistent positive feedback.

#### Additional Clients

- Oleo - Brand Identity / Messaging / Graphic Design / Website / Copywriting - a mission-driven company that developed a sponge for ocean oil spill remediation.
- UltraSupers - Brand Identity / Messaging / Graphic Design / Copywriting - a fashion line of coats featuring aerogel lining, which was invented for astronauts.
- Rijeju - Brand Identity / Messaging / Naming / Graphic Design / Copywriting - a beauty and skincare line based in South Korea.

### Geller / Finance / 2001 - 2010 / 2012-2014

#### Art Director

**Oversaw and designed financial reports and marketing collateral for Geller and its key account, Bloomberg.**

- Leveraged strategic vision, graphic design and copywriting / editing experience to deliver high-impact financial reporting packages, marketing collateral, print-design work and digital projects in support of Geller's key account, Bloomberg.
- Managed and mentored a team of two graphic designers.

### American City Business Journals / Business Newspaper / 1999 - 2001

#### Associate Editor Cincinnati Business Courier, Design Editor Phila. Business Journal

- Excelled in a high-pressure environment with inflexible deadlines. Responsible for the design and layout of newspapers, coordinated with photographers for visual content, supervised reporters to ensure timely completion of art assignments and crafted compelling infographics to enhance storytelling and reader engagement. Spearheaded the editing and design of special sections.