

Stephanie Halmich

Creative
Director

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about

Audience-focused and strategy-driven Creative Director who builds brands and content systems across B2C and B2B companies through brand development, editorial governance, and creative storytelling. Uniquely experienced in launching new brands, building in-house creative functions, and scaling ventures within both established corporations and high-growth startups, with particular depth in B2B technology, EV and cleantech, and other regulated industries where clarity and credibility drive results.

skills

Creative & Brand Leadership

Creative Direction

Brand Strategy & Development

Brand Identity & Positioning

Brand Voice & Editorial Governance

Brand Launch

Product Launch & Messaging

Naming

Creative Team Building & Leadership

Agency Management

Executive & C-Suite Partnership

Content & Campaign Development

B2B Content Strategy

Vertical Content Development

Copywriting

Value Proposition & Messaging

Development

Storytelling

Whitepapers & Long-Form Content

Sales Enablement

Integrated & Cross-Platform Campaign
Execution

Email Marketing

work

GreaterThan / Marketing Agency / March 2025 - Present

Fractional Creative Director

Expanded into agency-side creative leadership as lead creative on Lynkwell, a commercial EV charging infrastructure company, partnering directly with Lynkwell's CMO on brand voice, content strategy, and integrated campaign execution.

- Co-Developed Brand Voice and Editorial Governance System: Partnered with Lynkwell's CMO on a brand voice and content review framework covering tone, proof discipline, vertical messaging, and compliance, used across all content projects.
- Authored Thought Leadership Whitepapers: **Wrote two whitepapers** (hospitality and workplace) combining original research, industry data, and third-party sources to position Lynkwell in high-potential verticals.
- Led Product Launch and Web Copy Development: Wrote product and landing page copy across the Lynkwell portfolio, including the XLink commercial Level 2 charger, the ViaLink Universal Pedestal, the Lynkwell Upgrade program, and the Lynkwell Lifetime warranty offering.
- Designed Multi-Touch Demand Generation Campaigns: Built sequencing logic and content for **15 integrated B2B campaigns** spanning email, social, landing pages, and video, targeting hospitality, workplace, retail, and public sector audiences. Notable campaigns include the National Grid Massachusetts municipal incentive program.
- Owned Creative Across High-Volume Pipeline: Produced creative for the majority of Lynkwell initiatives within GreaterThan's **30 to 40 monthly parallel projects**. Additional contributions across other agency accounts including a brand naming exercise.

PartsTech / Technology / March 2024 - March 2025

Creative Director

Built and managed the first in-house creative department, transitioning the company's reliance on external agencies to a centralized, flexible, and cost-efficient internal resource.

- Streamlined Creative Processes: Implemented scalable workflows for project intake, creative reviews, and asset distribution, enabling seamless collaboration with marketing and product teams.
- Developed Comprehensive Asset Library: Centralized brand assets including logos, templates, and guidelines to ensure consistency and improve team efficiency.
- Elevated Trade Show Presence: Conceptualized and executed PartsTech's customer-focused creative strategy for booth presence at SEMA and AAPEX, two premier automotive trade shows in Las Vegas. This approach contributed to a **49% increase in scan registrations** compared to the previous year.
- Revamped Website Design: Redesigned the company's homepage with a customer-centric approach to build trust, using insights from user feedback. This update contributed to a **30% increase in web traffic, 55% increase in returning user traffic, 26% higher click rate, and 11% increase in new shop web conversions**.

skills

Social Campaign Development
Landing Page & Web Copy
Product Page Copywriting
Website Development
Video Script Development
Content Governance & QA
End-to-End Brand Consistency Oversight
Regulated Industry Content
Photo & Video Shoot Production Event
Design & Execution
Project Management & Collaboration

Tools & Platforms

Adobe Creative Cloud [Photoshop, Illustrator, InDesign]
Figma
Canva
CapCut
WordPress
HubSpot
Asana
Notion
MidJourney
ChatGPT
Claude

education

University of Missouri Columbia

BA, Journalism
BA, German

Parsons School of Design

Certification in Digital Design

work

- **Expanded Photo Asset Library:** Sourced, hired, and art-directed professional photographers to significantly expand PartsTech's photo assets. Negotiated pay and usage rights to ensure high-quality, versatile imagery that aligned with brand standards while optimizing budget.
- **Championed Bold Visual Strategy for Branded Swag:** Developed edgy, automotive-inspired illustrations, featuring motifs like skulls and gremlins, that broke away from typical corporate design. This creative risk resonated with the audience's tastes, driving high engagement and attention at trade shows.
- **Enabled Strategic Growth:** Partnered with internal teams to develop tailored assets for campaigns, events, and customer engagement, ensuring alignment with business objectives.
- **Planned for Team Expansion:** Positioned the company for future growth by laying the foundation for a scalable creative department, including systems, processes, and asset management.

Ideanomics / Electric Vehicles / 2018 - 2024

Creative Director

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

- **Supported \$500M Capital Raise:** Developed and implemented a creative strategy that supported the successful raise by crafting a compelling brand narrative and visual assets tailored to investor needs.
- **Rebranded Five Global Entities in 18 Months:** Revamped corporate and subsidiary brands, resulting in a **152% increase in social media followers** and significantly enhancing overall brand visibility.
- **Cut Photo Production Costs by 75%:** Implemented cost-saving measures by integrating production functions internally without compromising quality.
- **Brought Web Development In-House at 85% Cost Savings:** Led the transition of website development in-house compared to external vendors while maintaining quality and increasing efficiency in project timelines.
- **Built and Mentored Creative Team of 9:** Hired and developed graphic designers, copywriters, UI/UX professionals, and video editors, establishing scalable processes using Asana and a flexible resource allocation model.
- **Led International Brand Repositioning:** Directed strategic brand audits and creative direction for major brand repositioning initiatives across global subsidiaries in the US, Europe, and Asia.
- **Drove Cross-Functional Brand Alignment:** Partnered with marketing, investor relations, product development, and technology teams to ensure unified brand messaging and campaign alignment.

Earlier Experience

- **Freelance Creative Director:** Led brand strategy and identity work across industries, including a full rebrand of cybersecurity firm GDS360 and its partner companies that drove heightened investor engagement and launched a pilot program with a national healthcare provider.
- **Art Director, Geller [Finance]:** Designed financial reports for Bloomberg and marketing materials for Bloomberg Philanthropies, crafting polished communications for high-profile financial and philanthropic initiatives.