



# KIM HIEBERT

## CREATIVE PROFESSIONAL

### CORE COMPETENCIES

Art Direction & Leadership  
Creative Direction  
Visual Storytelling  
Team Leadership  
Digital Marketing  
Omni-Channel Marketing  
UX/UI Design  
Responsive Web Design  
Brand Strategy  
Campaign Management  
Project Management  
A/B Testing  
Graphic Design  
Content Development  
Social Media Marketing  
Video Editing  
Data Analysis  
Strategic Planning

### TECHNICAL SKILLS

Adobe Creative Suite  
Figma / UX Prototyping  
HTML / CSS  
After Effects  
Adobe Premiere Pro



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### SUMMARY

A customer-centric, solution-, and results-driven creative leader and visual storyteller with extensive multi-industry experience in directing innovative marketing campaigns and fostering team development in fast-paced environments. A data-driven, strategic professional who effectively leverages insights to maximize customer engagement and ROI. Proven track record of designing and executing award-winning digital marketing initiatives across various platforms including social media, email, and interactive media. A collaborative team player adept at bringing visionary concepts to life while ensuring adherence to project timelines and brand guidelines are met. Recognized for crafting compelling visual narratives that resonate with audiences and elevate brand presence.

### EXPERIENCE

#### ART DIRECTOR

##### Walmart Connect | 2022 - 2025

Winter Haven, FL (Remote)

Led end-to-end, data-driven omni-channel campaigns that generated a projected \$28M boost in GMV and unlocked over \$1.5M in incremental ad spend by collaborating closely with merchants, sales, and client solutions teams. Identified upsell opportunities for top brands like Alka Seltzer, Bayer, and Listerine and infused campaigns with creative best practices including A / B testing and ratings & reviews to address business challenges. Served as a trusted partner and drove storytelling and full-canvas creative briefs—highlighted by leading the Bayer Claritin pitch—while shaping team performance through internal workshops, campaign tracking best practices, and co-leading training to elevate offshore design quality.

- Spearheaded a full omni-channel campaign in close partnership with Walmart merchants—driving a projected \$28M increase in GMV and securing an incremental \$700K in Walmart Connect ad spend.
- Partnered with client solutions and sales teams to analyze content and present data-backed creative recommendations, resulting in an additional \$862K in incremental spend through strategic campaign pitches.
- Identified upsell opportunities for managed-serve campaigns by collaborating with sales and suppliers such as Alka Seltzer, Bayer, Listerine, Acuvue, and Vita Hustle, combining business acumen with creative solutions.
- Led creative development and best practices—including A / B testing and rating & review enhancements—by facilitating brainstorming sessions, guiding concept-to-pitch execution (e.g., Bayer Claritin), and illustrating the value of full-canvas storytelling to the sales team.
- Elevated team performance and creative standards by introducing a project-tracker for best-in-class campaigns, co-leading offshore team trainings, mentoring designers, and positioning the creative group as trusted thought leaders in retail media.



# CREATIVE PROFESSIONAL

## EXPERIENCE (CONT.)

### SENIOR DESIGNER

#### Walmart Connect | 2020-2022

Winter Haven, FL (Remote)

Transformed the creative landscape by pioneering custom, template-free landing pages that redefined visual storytelling on Walmart.com. Led award-winning digital campaigns enriched with interactive and educational elements while working closely with high-profile brands like Microsoft, Intel, LEGO, Oscar Mayer, and Bose, contributing to a 30% increase in unique landing page designs within one year. Collaborated across disciplines with art directors and copywriters and delivered retail-first design experiences that drove measurable results—boosting engagement, increasing session duration, and maximizing campaign ROI.

- Pioneered creative innovation by being one of the first designers to move beyond standardized templates—introducing new features and interactions that set elevated creative standards across Walmart.com.
- Developed interactive, educational content focused on retail-first experiences by partnering with art directors and copywriters—boosting average session duration by 40%.
- Collaborated cross-functionally to ensure cohesive, effective campaign strategies, supporting stronger alignment between creative and business goals.
- Contributed to improved campaign performance, with creative efforts helping to drive a 15% increase in overall ROI across key digital initiatives.

### ART DIRECTOR

#### Triad Retail Media | 2016-2020

Winter Haven, FL (Remote)

- Collaborated with top-tier clients—including Dell, Intel, Microsoft, Disney, Nickelodeon, and Levi Strauss—on brand pages, display media, email, and social assets.
- Working cross-functionally with sales, offshore development, and copywriting teams, ensured each execution married client branding with Walmart's identity, while also supporting ideation sessions and pitch efforts.
- Directed key brand campaigns for consumer tech, toy, and apparel leaders (such as Dell, Intel, Microsoft, Disney, Nickelodeon, Levi Strauss), ensuring consistent brand alignment across Walmart.com's landing pages, display ads, email, and social channels.
- Managed and mentored a team of three to four designers, fostering professional growth while maintaining high standards of design quality and execution.
- Supported strategic ideation and pitches, contributing to brainstorming sessions and crafting compelling presentations that helped win new business and elevate campaign effectiveness.

### ASSOCIATE ART DIRECTOR

#### Triad Retail Media | 2014-2016

Winter Haven, FL (Remote)

Refined visual storytelling and project coordination skills while contributing actively to cross-functional collaboration, team development, and campaign ideation.



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## EXPERIENCE (CONT.)

### SENIOR DESIGNER

#### Triad Retail Media | 2009-2014

Winter Haven, FL (Remote)

- Collaborated with copywriters and Art Directors to craft visually engaging campaigns that drove customer conversions.
- Created compelling storyboards and visual assets for digital marketing initiatives.

### SENIOR DESIGNER

#### Ad Partners | 2008-2009

Tampa, FL

- Collaborated with the creative director to design storyboards for commercial, billboards, and marketing materials.
- Developed print materials for Sonny's BBQ, including menus, sauce labels, and table tents.
- Worked closely with a developer on various web-based projects.

## EDUCATION

### ART INSTITUTE OF TAMPA

#### Bachelor's Degree, Graphic Design

Tampa, FL

## LET'S CHAT!



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