

SERGE WILFRIED HIEN

Marketing | Graphic Design | Video Editing | Social media

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Professional Summary

Results-driven marketing and graphic design professional with expertise in digital strategy, branding, and content creation. Proven ability to drive brand visibility, customer engagement, and business growth. Strong commitment to innovation, integrity, and customer satisfaction.

Key Skills

- Digital Marketing & SEO Optimization
 - Graphic Design & Content Creation
 - Marketing Strategy & Business Development
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Professional Experience

✓ Salesfloor Team Associate

Walmart, Bellevue, NE <https://www.walmart.com> : 2025 - Present

- Assisted customers, managed inventory, and optimized product displays.
- Supported store operations and promotional initiatives.

✓ Head of Marketing & Communication

BSIC Bank, <https://bsicbank.com/burkina> Ouagadougou : 2022 - 2024

- Developed and executed bank-wide marketing and communication strategies.
- Strengthened brand positioning and improved customer experience.
- Led digital transformation and PR campaigns.

✓ Marketing Manager

TREE AID, Ouagadougou, www.treeaid.org : 2021 - 2022

- Managed digital campaigns and corporate communication strategies.
- Supervised content creation and PR initiatives to enhance brand awareness.

✓ Communication Specialist

INFLUX, Ouagadougou, <https://influx.com> : 2015 - 2020

- Designed and implemented advertising campaigns across multiple channels.
- Conducted market research and managed client communication projects.

✓ Artistic Director

OXYCONSEIL, Ouagadougou, www.oxyconseil.com : 2010 - 2015

- Led creative teams in branding and advertising projects.

- Ensured brand consistency and high-quality visual identity.

✓ Art Director

Totem Communication Agency, <https://www.totem.africa> : 2009 - 2010

- Developed and supervised advertising concepts and marketing visuals.
- Managed production processes from design to final delivery.

✓ Graphic Designer / Creative Director

AG PARTNERS Ouagadougou, <https://www.ag-parners.com> : 2007 - 2009

- Created branding assets and advertising content for multi-platform campaigns.
- Oversaw client projects and ensured visual alignment with brand identity.

✓ Graphic Designer

GRAPHI IMPRIM, Ouagadougou, <https://graphibf.com/fr> : 2005 - 2007

- Designed marketing materials and print/digital campaigns.
- Ensured creative quality and brand consistency.

Education

- Master in Marketing & Communication – ESC, Ouagadougou (2022)
- Master 2 in Multimedia Communication – Robert De Sorbon, Paris (2013)

Certifications

- Google Fundamentals of Digital Marketing (2020)
- Facebook Advertising (2020)
- Sales Team Management – HEC Maroc (2020)
- Digital Learning Training – Unow, Paris (2018)
- Digital Marketing Training – OpenClassrooms, Paris (2015)
- Website Design Training – Epic Technology, Ouagadougou (2013)

Languages

- **French** : Native/Bilingual
- **English** : Operational command of professional English. Continuously improving professional English skill

References

Professional References

- **Samuel Barne** | Salesfloor Manager, Walmart | +1 402 686 2040 | Bellevue, NE
- **Brandon Scott Avey** | Salesfloor Assistant, Walmart | +1 785 760 7186 | brandonscott29@yahoo.com | Bellevue, NE
- **Alain Patrick Paré** | HR Manager, BSIC Bank Burkina Faso | +226 702 003 20 | alain.pare@bsic.bf

Personal Reference

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