

SERGE WILFRIED HIEN

Marketing & Graphic Design Specialist

Bellevue, NE 68123, +1 (402) 516-6205

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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. Skilled in developing performance-driven marketing campaigns with a 30% effectiveness boost. Strong commitment to innovation, integrity, and customer satisfaction.

Key Skills

- Marketing Strategy & Business Development
 - Brand Management & Public Relations
 - Digital Marketing & SEO Optimization
 - Graphic Design & Content Creation
 - Project Management & Data Analytics
 - Customer Experience & Sales 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 Communications 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)
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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)
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Languages

- French – Native/Bilingual
 - English – Limited Working Proficiency
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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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