



Winnie Hefner

CREATIVE DIRECTOR

720-275-2533 | winnie.m.hefner@gmail.com

winniescollection.com

Expertise

Creative

- Creative direction
- Team Building
- Creative Strategy
- Design (print/digital)
- Video Editing
- Motion Graphics
- Branding + Identity
- Typography
- Illustration
- 960 Grid System

Marketing

- Shopper Marketing
- Marketing Strategy

Technical

- Adobe Creative Suite
- Mac OS/Windows
- Microsoft Office

Education

BACHELORS OF FINE ART

GRAPHIC DESIGN

School of Visual Arts

2007-2011

Awards

CADM 2020 Tempo Awards

First place in Health for
"Elderberries Elevated"

Most Likely To:

Blame It On The Stars

oVertone 2022 Holiday Party

Experience

CREATIVE DIRECTOR • KINDER BEAUTY

Jan 2022-Current

- **Build and foster an internal creative team** for Kinder Beauty to fulfill business needs and to cross collaborate with different departments both independently and as a team.
- Overhauled our Email marketing strategy by diving into core enticements of products to hook consumers enough to get them to our website, resulting in a **2% increase** in click through rates.
- Successfully led the marketing and creative strategy for the launch of our Lifestyle Box, resulting in a **\$13% increase in margins** over 2 months.
- creating and planning the monthly marketing calendar, while creating legacy project management processes for the creative department.
- Led the develop, concepting, and packaging design for Kinder Beauty's own skincare line "Made By Kinder". This resulted in **25% depletion of inventory** within the first week of launch.

ASSOCIATE CREATIVE DIRECTOR • KINDER BEAUTY

- **Set the creative vision, brand voice, and art direction** for all brand and marketing efforts, including: digital products and experiences, photography, content, user experience, and more.
- Direct lead on 2 agencies and a freelancer to accomplish marketing collateral goals while maintaining creative integrity across channels.
- Execute digital storytelling with compelling creative (web, email, social, blog, box inserts, etc.) with the goal of raising awareness and education about Kinder's offerings.
- Work closely with marketing, development, and merchandising teams to understand business objectives and consumer insights, to proactively contribute strategic and creative ideas.

SENIOR ART DIRECTOR • OVERTONE (Freelance to Fulltime)

November 2020-January 2022

- **Led and mentored a creative team** of photographers, videographers, design and copywriters alongside ACD/CD partners to foster their existing talent, while building assets for every channel for a consistent consumer journey while maintaining daily revenue goals.
- Led concepting and development of an agency caliber campaign for a partnership with Disney's Cruella, in 3 weeks. This campaign was used as a case study for business partnerships, resulting in shelf space at retail such as Target and Urban Outfitters.
- Identified and developed an emotional pillar for content creation alongside our Marketing VP's and Creative Management based on insights and our community.
- Transformed a business problem of excess inventory into a campaign based around stories of our community which **increased sales by over 28%** while also driving an increase in engagement on all highly visual platforms.
- Partner with Leadership/Dev team to develop the user journey for website and shopper experience.
- Identified, ideated and implemented a content calendar to help drive an increase in social engagement while tapping into socially relevant topics such as Astrology; resulting in roughly **101k interactions, 111% higher than our average** organic post.



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Experience *(continued)*

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ART DIRECTOR • PUBLICIS + HAWKEYE (Formerly Epsilon)

November 2015-April 2021

- **Led and mentored a creative team** of Junior Art Directors, Junior Copy Writers, and interns alongside my ACD partners to foster their existing talent and teach them brand voice and visual brand language.
- Concepted and developed award-winning 360° brand campaign for Nature's Way Sambucus that resulted in a **400% increase in sales** and elevated the product to the **#1 Elderberry brand in its category**, while leading to incremental work for the agency.
- Led development of 2020 Nature's Way 360° brand campaign, including overseeing TV production, campaign photography and tone.
- Developed key visual brand identity for the Nature's Way brand
- Key speaker and committee member of Hawkeye's DE&I team, successfully lead initiations to include pronouns in signatures for a more inclusive work space.

Clients: Nature's Way, GSK, Mizkan, Del Monte, Victoria's Secret, Krispy Kreme, Blue Cross Blue Shield of Alabama.

ASSOCIATE ART DIRECTOR • The Integer Group

December 2012-June 2015

- Oversaw production artists, illustrators and developers in creating shopper marketing and regional campaigns for clients ranging from Kellogg's and Naked Juice to MillerCoors and Red Robin.
- Key part of team that grew our client roster by proactively developing campaigns for existing clients, which led to acquiring more of their marketing business.

Clients: MillerCoors Portfolio Alliance, Brand, and Customer: BATCH19, Blue Moon, Coors Banquet, Coors Light, Leinenkugel's, Miller Lite, Miller High Life, Peroni Nastro Azzurro, Redd's Apple Ale, Redd's Strawberry Ale, Reds Wicked, and Third Shift Amber Lager. Additional Clients include Naked Juice and Kellogg's.

Previous positions held: Temp-to-Hire Associate Art Director, Production Artist from October 2011-April 2012