

HEATHER VAN HAAFTEN

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An innovative Creative Director / Content Producer with a proven record in the video production, online creative, ecommerce marketing, and CPG industries. With extensive experience in cross-media (web/video/print) and cross-discipline (writing, design, project/production management) leading teams up to 25 and companies up to 2 billion strong. Strategic in envisioning new ecommerce platform social initiative's which increase sales and improve customer retention.

SELECTED ACCOMPLISHMENTS

- Video Director / Producer Overseeing 300+ Annual Videos for Social Marketing
- Online Creative Management / Video Production
- Video Content Creator / YouTube
- Developed Video Shopping Platform + Designed Video Production Studio

LAMPS PLUS, Los Angeles, CA

2018 – 2025

The Nation's Largest Lighting Retailer founded in 1980. www.lampsplus.com

DIRECTOR OF VIDEO

Developed video content roadmap and responsible for managing deliverables, approvals, negotiating budgets, and communication throughout all stages of video projects from pre-production through post and delivery.

- Directed, produced 355 videos in 2024, a 150% increase in video deliverables YOY.
- Project managed in-house video productions including: casting, and collaboration with writers, buyers, stylists.
- Created and oversaw content, scripting, production, and editing for short-form video for TikTok, Reels and YouTube Shorts.
- Influencer Marketing: partnered with top LA based Interior Designers, promoting Show Homes / Renovations.

NEWEGG, Inc., Los Angeles, CA

2013 – 2017

A leading electronics-focused e-retailer founded in 2001. www.newegg.com

CREATIVE DIRECTOR

Directed the 25+ creative and video team management and output, driving online creative and development, email design, and high-quality video production both with our in-house team and with industry-leading vendors and talent.

- Created brand identity systems, and synched all marketing channels (web, email, video) for brand refresh.
- Won online marketing platforms for Intel, Samsung, Microsoft, Seagate, Acer, and Asus.
- Directed NeweggTV's staff, producing 700+ videos annually, increasing sales 25% YOY.
- Developed flagship YouTube shows for Newegg's DIY/Gaming enthusiasts feeding 430+ subscribers and increased viewership 20% YOY.
- Designed Newegg Studios, a 5000 sq. ft. video production facility, tripling content output and speed to market.
- Developed Newegg.TV, an online video-shopping platform, delivering 11% sales increase.

LUNCHBOX, Los Angeles, CA

2011 – 2012

A shopper marketing agency, turning online shoppers into buyers by creating custom content to drive sales through retail partners.

CREATIVE DIRECTOR

Built and managed world-class cross functional creative team servicing top-tier brands across CPG, Retail, Entertainment, Electronics, Toys and Apparel. Solutions included online, mobile, in-store retail TV networks and POP display.

- Created shopper engagement online platforms at Walmart for billion-dollar brands owned by companies such as Unilever, Mattel, Disney, Nestle, and T-Mobile.
- Spiked shopper engagement 25% through original content: interactive tools, brand games and videos.
- Organized and lead client pitches from planning through execution by developing lasting relationships by applying knowledge of strategy, technology and creative.

TRIAD DIGITAL MEDIA, Tampa, FL

2007 – 2010

VP, CREATIVE

Led and managed the development of all creative assets for 1,500 annual online solutions for Fortune 100 companies such as P&G, Hallmark, Campbell's, Kraft, Frito-Lay with retailers including Walmart, Sam's Club, CVS, Dell, and ToysRUS.

- Developed content-rich category platforms (Auto, Pet, Beauty, Celebration, Food) on WM.com and SC.com: featuring tips, tools, videos, articles, recipes, coupons and samples to engage, inspire and connect with shoppers.
- Results measured 25% increase in revenue and 677% over 3 years.
- 3+ years managing and developing a creative department from 18 to 40 members strong.

HOME SHOPPING NETWORK, St. Petersburg, FL

2003 – 2006

DIRECTOR ON AIR DESIGN AND PROMOTION

Provided strategic oversight, lead creative execution & final approval of all on air design and promotion activity including brand initiatives, cable networks (HSN) and partnership/affiliate marketing efforts.

- Developed promotional campaigns and innovative channel packaging for TV channels, including brand, tune-in, direct sell for: Wolfgang Puck, Gateway, Sprint, Susanne Somers, Todd English.
- Managed projects, department priorities, schedules, and partner/client creative reviews.
- Motivated a team of 12 staff writers, producers, and designers delivering 200 promos weekly.

BACHELOR OF FINE ARTS, Communication Design

Otis Parsons School of Design, Los Angeles, CA

AWARDS / ASSOCIATIONS

AIGA, ADDY, PROMAX, BDA, TELLY, MOCA tribute to LA Artists, Women In Graphic Design by City of LA