

Paul Wilde L'Heureux

A curious, collaborative, and compassionate creative leader driving billion-dollar impact with joy-filled marketing at scale.

experience

Target – Minneapolis, Minnesota

Creative Director, Digital Channels (2019–present)

- » Lead a team of 20+ ACDs, art directors, designers, and contractors
- » Direct creative for email, push, digital media, Pinterest, and Target Finds
- » Responsible for 30B+ impressions and \$1.5B+ in digital demand annually
- » Help drive evolution of content capabilities across digital and promo
- » Mentor team members across marketing and creative globally
- » Lead across teams in times of crisis and complexity

Creative Director, Target.com (2016–2019)

- » Directed creative for home, apparel, and email
- » Led a team of ACDs, art directors, and designers
- » Helped shape digital creative org. during period of exponential growth

Associate Creative Director (2009–2016)

- » Led a small team of art directors and designers
- » Directed creative for Target.com, Target.ca, and email
- » Directed omni-channel campaigns and store & digital experiences

Senior Art Director, Digital (2006–2009)

- » Directed digital campaigns & experiences with agencies & internal teams
- » Focused on baby, designer, seasonal, and licensing categories

Freelance – Savannah, Georgia

Digital & Motion Art Director/Designer (2004–2006)

- » Clients: PBS Sprout, Comcast, State of Minnesota

H2M – Fargo, North Dakota

Motion Designer – graphics & editing for TV/DVD projects (2003–2004)

Digital Art Director/Designer – led all Web projects (1998–2004)

education

Savannah College of Art and Design

MFA, Broadcast Design and Motion Graphics (4.0 GPA)

Minnesota State University Moorhead

BS, Graphic Communications, Magna Cum Laude

community

Christ the King Lutheran Church

Council Member (2021+), Acting Vice President (2021–2022), Volunteer (2016+)

AIGA Minnesota Portfolio 1-on-1

Panelist (2011), Co-chair (2009), Portfolio Reviewer (2007–2019)