

# WEN EX

## SENIOR BRAND STRATEGIST

wenner.exius@gmail.com  
wennerexius.com  
312.721.9666

## HIGHLIGHTS

**Partner** with researchers, artists, and leadership to deliver creative campaigns and experiences (*Lunchables Project Potential*, *Eggo Warming Labels*, *Ritz Open for Fun*)

**Work** with nonprofits and small businesses to define brand strategy and recruitment branding (ALLELES, Canadian Cancer Society, On Pointe Pilates & Training)

**Synthesize** data, consumer feelings, and industry trends to write insightful briefs and roadmaps (Khan Academy, Mary Kay, OREO, QuickBooks, The Laurel School)

## WHAT & HOW WHEN & WHERE

### Senior Writer | Brand Strategist 2014-Present

Develop brand, messaging, and visual strategies using unique communication exercises. Develop standards, guidances, processes, & trainings that continually elevate and evolve the brand story. Design and execute the narrative and process for recruiting, onboarding, and nurturing talent.

Mission Minded, Shutterfly, On Pointe Pilates  
San Francisco, Denver

### Senior Copywriter | ACD 2011-2013

Developed and presented creative concepts for digital and social programs. Generated copy and scripts for websites, ads, and social programs. Managed teams and the day-to-day integration and delivery of creative projects.

Twist Image  
Montreal, Toronto

### Senior Copywriter 2010-2011

Served as creative co-lead on Kellogg's, taking responsibility for the development and integration of multiple digital and social concepts. Wrote creative content strategies that encouraged social engagement growth. Provided mentorship and guidance to team members.

Razorfish  
Chicago, New York

### Copywriter 2007-2010

Generated copy and content for websites, video, and online media for Kraft. Wrote and edited scripts, speeches, and social content. Integrated big ideas alongside my CDs & ACDs.

Razorfish  
Chicago

### Associate Copywriter 2005-2007

Wrote headlines, taglines, and slogans for digital and print campaigns. Developed meaningful content for websites, microsites and print ads.

Digitas, Ibi  
Chicago, Boston, London

## EDUCATION EDUCATION CONT'D

### DePaul University

B.A. in Communication Studies

**Teach** Pilates and calisthenics to folks in the Bay Area

**Serve** on the Board of Trustees at The Laurel School

**Take** cello and dance lessons once a week