

# WEN EX

## SENIOR WRITER | STRATEGIST HIGHLIGHTS

wenner.exius@gmail.com  
wennerexius.com  
312.721.9666

**Creative:** Lead concepts and deliver assets for all branding and marketing needs, including print and digital components.

Charismatic, confident, and kind presenter and partner. (Alleles.ca, Canadian Cancer Society, Ebay, Kellogg's, Shutterfly)

**Strategy:** Create compelling brand, creative, and marketing plans and roadmaps by mining data, research, and intelligence reports for insights and implications. Authentic, human-centered approach to achieving milestones. (Eggo, Hyundai, Khan Academy, Lunchables, QuickBooks, Vistamar School).

**Writing:** Develop creative briefs, engaging content, and messaging strategies based on integrated intel that impact audiences in a meaningful way.

### WHAT WHEN | WHERE

#### **Brand Strategist | Brand Writer 2014-Now (Freelance)**

Craft the architecture, positioning, and voice for brands. Develop brand, creative, and digital strategies. Manage deliverables and teams in an inspiring way. Manage and monitor key metrics to define and execute programs. Partner with multiple disciplines to create intersections of brilliance.

Mission Minded, Shutterfly  
San Francisco, Denver

#### **Senior Copywriter | ACD 2011-2013**

Developed and presented creative concepts for integrated marketing programs using insights from measurement and metrics. Generated copy and scripts for websites, ads, and social programs. Managed teams and the day-to-day delivery of creative projects and campaigns.

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 (for internal HR related assignments as well as public.)

Digitas, Ibi  
Chicago, Boston, London

### EDUCATIONAL ADDITIONAL

**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