

# WENNER EXIUS

## CREATIVE BRAND LEADER

### CONTACT

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### PROFILE

**Marketer. Copywriter. HR Partner.** This trifecta of expertise has allowed me to create and elevate brands from the inside out — on the agency side, in-house, and as a consultant. With a curative approach to building brands — getting under the hood of company beliefs, purpose, vision, values, and personality — I've helped deepen the connection between employees, customers, partners, and some of the world's most beloved brands.

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### EXPERIENCE

#### **Senior Manager, Brand + Creative Strategy**

Eventbrite | San Francisco  
September 2018–April 2020

- **Brand Development** Increased brand awareness ~6% — across all 3 audiences — by creating the first core-value proposition, and strengthening brand architecture, strategy, and positioning
- **Brand Management** Increased NPS, 32 to 57 — and marketing effectiveness 23% — by reframing the marcom-operations process, and streamlining / synthesizing consumer data across the company
- **Creative Direction** Managed the design and development of the first-ever Brand Book, *Flycon* 2019 (annual music conference) and IMCs, like *Made for Those Who Do* (NYE campaign)

#### **Creative Brand Strategist (Consultant)**

Google Cloud | San Francisco  
June 2018–August 2018

- **Brand Management** Led customer research, strategy and brief development, creative development, and production: AI Research and eBook
- **Brand Marketing** Managed the development and execution of brand awareness campaigns and initiatives: G Suite, New York Times + Google Cloud partnership

#### **Brand Strategist (Consultant)**

Mission Minded | Denver, San Francisco  
March 2017–June 2018

- **Brand Development | Berkwood Hedge School, ConnectED, Khan Academy**  
Led qual/quant research and brand workshops that informed overarching strategies, key messaging, and communication plans
- **Brand Management | Berkwood Hedge School, ConnectED, Vistamar School**  
Supervised the creation of brand guidelines and identity, including logo, colors, typography, visual system, copy/voice, photography, illustration, iconography, and data visualization

#### **Creative Lead, Copy (Consultant)**

Shutterfly | San Francisco  
April 2017–April 2018

- **Creative Strategy | Shutterfly.com, Tiny Prints**  
Developed / reviewed briefs and guidances that provided strategic insight and creative inspiration
- **Copywriting | Shutterfly.com, Tiny Prints, The Wedding Shop**  
Crafted messaging and copy strategies for the development of print, digital, and social creative

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### EXPERIENCE (CONTINUED)

#### Senior Manager, Creative

Consultant | Chicago, Montreal, San Francisco  
November 2011–March 2016

- **Brand Writing | Canadian Cancer Society, eBay, TD Bank, Viagra (via Mirum and Energy BBDO)** Oversaw the ideation of multiplatform marketing programs for traditional, digital, and social; owned the editorial calendar, content strategy, and final copy
- **Brand Development | Croix-Rouge canadienne, Intuit: QuickBooks, Swerve** Led brand strategy and positioning development, which included brand audits, internal and external stakeholder interviews, competitive analysis, and strategy workshops
- **Creative Strategy | Onset Ventures, Portable Northpole, Pratt + Whitney** Defined and crafted storytelling in strategies, campaigns, and programs; managed the creative process while directing art and copy solutions

#### Senior Copywriter, Creative Lead

Razorfish | Chicago, New York  
March 2007–August 2010

- **Creative Strategy** Handpicked to join team Kellogg and co-lead the creative and strategy (after 2-year stint on Kraft Foods); collaborated with human resources to develop campaigns and content for employee branding
- **Copywriting** Partnered with the ECD to develop integrated marketing campaigns; team won numerous awards for CPG brands, including Capri Sun, Eggo, Lunchables, and Ritz

#### Copywriter

Digitas | Chicago, Boston  
October 2002–April 2007

- **Copywriting** Wrote and edited advertising and marketing materials for a variety of clients (AT&T, BestBuy, KitchenAid); partnered with human resources to design the intranet and craft employee content

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### INTERESTS

When I'm not building and strengthening brands, I serve as Vice President on the Board of Trustees for The Laurel School, teach Pilates (primarily working with seniors and rehab clients), and continue studying cello and lyrical dance.

### CORE SKILLS

- Aerospace, Beauty, CPG, Education, Non-Profit, Pharma, and Tech industry experience
- Agency Management
- B2B and B2C Marketing
- Communication Workshop Design
- Employer Branding
- L&D Planning
- Project / Delivery Management

### EDUCATION

#### DePaul University, Chicago

Major: Communication Studies  
Minor: Creative Writing