

WENNER EXIUS

CREATIVE DIRECTOR

wennerexius.com

With a positive, passionate and personable approach — to both building brands and teams — I've helped deepen the connection between people and the world's most beloved brands. I believe in the power of language and visual storytelling, and for over 15 years I've used that belief to unlock the creative possibilities within a variety of organisations and the beautiful humans that drive them.

EXPERIENCE

Senior Director, Creative

Kellogg School of Management at Northwestern University | Evanston, Miami, San Francisco
September 2022-Present

- **Creative Direction:** Provide guidance, motivation and oversight of Kellogg's creative marketing, communications, engagement, and events. Develop a new vision for the expression of the brand to achieve business objectives. Lead an incredibly talented team of writers, designers, filmmakers, project managers and agencies. Revamp creative operations and workflow to improve efficiency, consistency and cross-functional collaboration in our brand storytelling.

Senior Manager, Corporate Creative Marketing

OpenX | Los Angeles
February 2021–September 2022

- **Creative Direction:** Elevated and harmonized the team's design, copy and photography output to ensure a strong, consistent, high-quality brand expression. Organized and orchestrated all phases of creative development and concepting for brand identity, integrated campaign and product launches. Broke down the complicated, ever-changing world of programmatic into simple expressions through design, copy and videos.
- **Creative Services:** Managed workflow, priorities and multiple projects and campaigns at once. Supervised a team of cross-functional creative professionals — in support of our brand positioning and strategy to elevate visibility and awareness of the company.

Senior Manager, Brand + Creative

Eventbrite | San Francisco
September 2018–April 2020

- **Brand Strategy:** Increased brand awareness ~6% — across all 3 audiences — by creating the first core-value proposition, and strengthening brand architecture, strategy, and positioning. 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:** Lead the work of the creative teams for all web, print, and digital marketing collateral. Managed the content strategy for both small and large projects. Supervised 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 + Creative Management** Led customer research, strategy and brief development, creative development, and production: AI Research and eBook. 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 Vistamar School** Led qual/quant research and brand workshops that informed overarching strategies, key messaging, and communication plans. 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

Senior Manager, Creative

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

- **Brand Development | Croix-Rouge canadienne, Intuit: QuickBooks, Swerve** Oversaw the ideation of multiplatform marketing programs for traditional, digital, and social; owned the editorial calendar, content strategy, and final copy 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 / Copywriting** 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. 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

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.

EDUCATION

DePaul University, Chicago

- Major: Communication Studies
- Minor: Creative Writing