

WENNER EXIUS CREATIVE DIRECTOR

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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, Brand and Creative

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

- **Creative Leadership:** Directing Kellogg's creative strategy across marketing, communications, and events. Leading a multidisciplinary team of writers, designers, and filmmakers while refining processes to enhance operational efficiency, global consistency, and cross-functional synergy.
- **Brand Oversight:** Refreshing the brand experience with compelling visual, language, and animation storytelling. Driving a flexible, fit-for-purpose brand and content strategy that ensures alignment across regions and mediums.
- **Strategic Partnerships:** Collaborating with Comms, Digital and Marketing teams to deliver strategies that attract, convert, and nurture audiences from prospect to alumni. Building strong relationships with internal stakeholders and managing external agencies for efficient and effective brand execution.
- **Content Creation and Innovation:** Sparking curiosity across channels while overseeing content production across print, video, events, digital, social media, and more. Shaping the creative/editorial vision and maintaining a consistent brand narrative globally.
- **Team Management:** Leading and growing a diverse team of creatives, managing budgets, and tracking expenses to optimize resources. Cultivating a collaborative, innovative, and entrepreneurial culture within the team and across the organization.

Senior Manager, Corporate Communications

OpenX | Los Angeles

February 2021–September 2022

- **Creative Direction:** Streamlined creative output to maintain a high-quality, consistent brand expression. Managed creative development from concept to launch for campaigns and product rollouts.
- **Team and Agency Management:** Leading a team of creatives, fostering growth while managing external agencies to achieve goals effectively and efficiently.

Senior Manager, Brand + Creative

Eventbrite | San Francisco

September 2018–April 2020

- **Creative Direction:** Led creative teams across web, print, and digital marketing, managing content strategy for diverse projects. Oversaw the design and launch of the first Brand Book, Flycon 2019, and major integrated marketing campaigns like "Made for Those Who Do."
- **Brand Strategy:** Boosted brand awareness by 6% across three key audiences by developing the first core-value proposition and enhancing brand architecture, strategy, and positioning. Improved NPS from 32 to 57 and increased marketing effectiveness by 23% by optimizing marcom processes and streamlining consumer data integration.

Creative Brand Strategist (Consultant)

Google Cloud | San Francisco

June 2018–August 2018

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

Brand Strategist (Consultant)

Mission Minded | Denver, San Francisco

March 2017–June 2018

- **Brand Development:** Led qualitative and quantitative research and brand workshops for Berkwood Hedge School, ConnectED, and Khan Academy, shaping overarching strategies, key messaging, and communication plans.
- **Creative Strategy:** Managed the development of brand guidelines and identities for Berkwood Hedge School, ConnectED, and Vistamar School, overseeing logos, color schemes, typography, visual systems, copy, photography, illustrations, iconography, and data visualization.

Creative Lead, Copy (Consultant)

Shutterfly | San Francisco

April 2017–April 2018

- **Creative Strategy:** Developed and reviewed briefs for Shutterfly.com and Tiny Prints, providing strategic insights and creative inspiration.
- **Copywriting:** Created messaging and copy strategies for Shutterfly.com, Tiny Prints, and The Wedding Shop, guiding the development of print, digital, and social content.

Senior Manager, Creative

Consultant | Chicago, Montreal, San Francisco

November 2011–March 2016

- **Creative Strategy & Brand Writing:** Led storytelling, content strategy, and copy development for multiplatform marketing initiatives with Canadian Cancer Society, eBay, TD Bank, Viagra (via Mirum and Energy BBDO), Onset Ventures, Portable Northpole, and Pratt & Whitney. Managed editorial calendars, art direction, and the creative process across traditional, digital, and social channels.
- **Brand Development:** Directed brand strategy and positioning for Croix-Rouge canadienne, Intuit: QuickBooks, and Swerve, conducting brand audits, stakeholder interviews, competitive analysis, and strategy workshops.

Senior Copywriter, Creative Lead

Razorfish | Chicago, New York

March 2007–August 2010

Copywriter

Digitas | Chicago, Boston

October 2002–April 2007

INTERESTS

Serving as Vice President on the Board of Trustees for The Laurel School, teaching Pilates, and continuing studies in cello and lyrical dance.

EDUCATION

DePaul University, Chicago

Major: Communication Studies

Minor: Creative Writing