

WENNER EXIUS

CREATIVE DIRECTOR

wennerexius.com | wenner.exius@gmail.com

With a positive, passionate, and personable approach — to building both brands and operational excellence — 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 creative possibilities within a variety of organizations and the remarkable individuals that drive them.

EXPERIENCE

Senior Director, Creative

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

- **Creative Operations:** Increased project capacity by 62% year-over-year by implementing a quarterly planning process and flexible workflow framework, optimizing resources and improving team engagement to meet rising demands efficiently.
- **Refreshed creative strategies** across Instagram, LinkedIn, Twitter, Facebook and YouTube, resulting in a 16% follower increase on Instagram, 13% on LinkedIn, 25% video engagement growth on YouTube and sustained brand presence across diverse demographics and seniority levels.
- **FY24 ad refresh:** Drove engagement growth through strategic creative refreshes, boosting Requests for Information (RFIs) by 63% for Full-Time, 32% for MBAi, 36% for EMBA and 35% for EW programs on Meta and YouTube.

Senior Manager, Corporate Creative Marketing

OpenX | Los Angeles
February 2021–September 2022

- **Developed brand positioning and creative campaigns** that accelerated DSP partnerships, supported a \$14.5M revenue goal, and drove adoption of new products, including BIPOC and sustainability initiatives.
- **Improved visual and messaging consistency and strengthened content strategy**, driving CTV and video revenue growth, facilitating Prebid migration and generating an \$8M increase in net revenue.

Senior Manager, Brand + Creative

Eventbrite | San Francisco
September 2018–April 2020

- **Brand Strategy:** Increased brand awareness by ~6% across all three audiences by creating the first core-value proposition and strengthening brand architecture, strategy, and positioning. Boosted NPS from 32 to 57 and improved marketing effectiveness by 23% by reframing marcom operations and streamlining consumer data across the company.
- **"Made For Those Who Do" campaign:** Drove engagement 15x above benchmarks and reduced cost-per-click by 44% through targeted social media creative, boosting unaided brand awareness by up to 7 points in key markets. Leveraged high-impact formats like Instagram Stories and influencer content to increase ticket purchases, with these assets contributing over 50% of conversions.

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