

# WENNER EXIUS

## GLOBAL CREATIVE DIRECTOR

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**The best brands don't live on screens or shelves — they live in people. They're the ones we trust, believe in and choose ... again and again.** That's why I'm super focused on outcomes that connect emotion to action. Not with noise or flash, but with work that earns attention, builds loyalty and drives real results. Across CPG, tech, SaaS and education — from Google and Lunchables to Eventbrite and Shutterstock — I've helped teams reshape how brands show up: scaling creative studios, repositioning global brands across North America and EMEA, and leading transformations that tie brand love to business growth. I don't believe in standing on the sidelines. I work alongside teams — pushing creative farther, making sure every campaign moves people and moves the business. Here's a look at my track record:

## EXPERIENCE

### Senior Director, Creative

Northwestern University – Kellogg School of Management  
September 2022 – Present

Repositioned Kellogg as a hub for leadership transformation — not just degrees — driving a 63% rise in FTMBAs inquiries, 36% EMBA growth, and a 35% lift in engagement across five programs.

### Creative Director, Corporate Marketing

OpenX  
February 2021 – September 2022

Used storytelling and design to turn complex ad tech into clear, compelling brand narratives — helping land \$14.5M in strategic deals and drive \$8M in net revenue gains.

### Senior Manager, Brand + Creative

Eventbrite  
September 2018 – April 2020

Redefined Eventbrite's voice and audience with the "Made For Those Who Do" campaign — delivering 15x engagement and over 50% of ticket conversions.

### Brand & Creative Director (Consultant)

Brand Development | Creative Strategy | Copywriting  
2011 – 2018

Stepped into high-stakes creative consulting roles for beloved brands (Canadian Cancer Society, Dairy Farmers of Canada, eBay, G Suite, Google Cloud, Pratt & Whitney, Shutterstock) delivering cross-sector creative that converted.

### Senior Copywriter / Creative Lead

Razorfish  
March 2007 – August 2010

Led concept-to-launch campaigns for iconic CPG brands (Capri Sun, Ritz, Lunchables, and Chips Ahoy) blending big-brand storytelling with award-winning creative, driving brand growth.

### Copywriter

Digitas  
October 2002 – April 2007

Led award-winning digital and print campaigns for CPG icons like Capri Sun, Ritz, Lunchables, and Chips Ahoy — blending strategy and storytelling to grow brand love.

## SKILLS

**B2B & Financial Storytelling:** Translating complex solutions into compelling, business-driving narratives that accelerate pipeline and position brands as category leaders.

**Brand Architecture & Creative Ops:** Building the systems behind the story — from scalable creative teams to frameworks that protect brand equity across every channel.

**Digital-First Campaign Strategy:** Leading creative that cuts through noise, fuels growth, and speaks directly to the right audience at the right moment.

**Product & Experience Design:** Crafting intuitive, high-impact experiences that deepen engagement and drive measurable results.

**Storytelling as Strategy:** Using narrative not as garnish, but as a business tool — shifting perception, sparking action and building loyalty that lasts.

## EDUCATION

**DePaul University, Chicago**

**Major:** Communication Studies

**Minor:** Creative Writing