

WENNER EXIUS

GLOBAL CREATIVE DIRECTOR

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The best brands don't live on screens or shelves; they live in people. They earn trust, belief and repeat choice. I build work that connects emotion to action — not with flash, but with ideas that earn attention, build loyalty and drive measurable growth. Across CPG, tech, SaaS, and education — from Intuit and Lunchables to Eventbrite and Kellogg — I've helped teams reshape how brands show up: scaling in-house creative studios, repositioning global brands across North America and EMEA, and leading transformations that link brand love to bottom-line impact. I don't sit on the sidelines. I work shoulder-to-shoulder with teams, pushing creative further and ensuring every campaign moves people and the business.

EXPERIENCE

Senior Director, Creative

Northwestern University – Kellogg School of Management
September 2022 – Present

Repositioned Kellogg as a leadership transformation brand, scaling an in-house creative model and driving +63% FTMBAs inquiries, +36% EMBA growth, and +35% engagement across five programs.

Creative Director, Corporate Marketing

OpenX
February 2021 – September 2022

Led brand and creative strategy for corporate marketing, translating complex ad-tech solutions into clear value narratives and GTM assets; supporting \$14.5M in strategic deals and \$8M in net-new revenue.

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

Built and activated brand platforms and modular content systems for cross-industry clients (Google Cloud, QuickBooks, Shutterfly, Dairy Farmers of Canada), leading strategy, narrative, and creative execution to drive engagement and conversion across digital and campaign ecosystems.

Senior Copywriter / Creative Lead

Razorfish
March 2007 – August 2010

Led concept-to-launch creative for iconic CPG brands (Capri Sun, Ritz, Lunchables, Chips Ahoy), delivering integrated, award-winning campaigns that strengthened brand equity and accelerated growth.

Copywriter

Digitas
October 2002 – April 2007

Delivered award-winning digital and print stories for AT&T, Grainger and KitchenAid.

SKILLS

Brand & Creative Leadership

- Global brand positioning & narrative development
- Creative Center of Excellence (CoE) + in-house studio leadership
- Cross-functional partnership (Product, GTM, Sales, Exec)

Storytelling & Content Systems

- B2B & tech storytelling; complex-solution narrative simplification
- Campaign platforms & modular content systems
- High-production creative (anthem films, events, brand films)

Strategy & Performance

- Brand architecture & governance frameworks
- Integrated brand + performance marketing
- Pipeline acceleration & demand-gen storytelling

Digital & Experience

- Digital-first campaign development
- Experience design & interactive storytelling
- Multi-channel content / ecosystem planning

Craft & Culture

- Writing, messaging architecture, executive communication
- Creative operations, scaling teams, process design
- Data-informed creative, AI-assisted ideation & production

EDUCATION

DePaul University, Chicago

Major: Communication Studies

Minor: Creative Writing