



wildenhaus



Kimberly-Clark



Valvoline

bp



Creative Director

Brand Strategist / Ideation / Storyteller

So, how can I help you?

My greatest strength is finding an idea that's unique to your brand, separates you from the competition and brings your story to life.

From concept, execution, and delivery thru all channels:

digital, video, social media, and even print...

whatever it takes for telling your most excellent story.

That's what I love to do.

I enjoy working with both global marketing and in-house agencies, for both local and Fortune 500 brands, and managing diverse Creative / Digital teams of 15+.

If you have a few minutes, let's set-up a brief informational chat to explore how we can best work together.

Thanks,
Mark

Mark Wildenhaus

Creative Director

636-938-5828

314-956-4535 c

mark@wildenhaus.com

linkedin.com/in/markwildenhaus

Portfolio: <http://www.wildenhaus.com>



wildenhaus

Mark Wildenhaus / **Creative** Director

Delivering digital integrated branding campaign ideas for both local and Fortune 500 brands, with both global marketing and in-house agencies, while managing diverse Creative / Digital teams of 15+



Marketing Creative Director *WINK!* USA 2015 - 2016

Developing strategically-driven, digital/integrated branding campaigns for: *AT&T, FleishmanHillard, The Second City, Rawlings, Parker Hannifin, Solae, Brownfield Ag News, Learfield State News, Osborn Barr, Monsanto...*



Marketing Creative Director Learfield Jefferson City 2014 - 2015

Working in-house for the Brownfield Ag News and Learfield State News brands; managing Creative and Digital teams, developing integrated digital branding campaigns for delivering across all channels: digital, video, radio, print



Group Creative Director Osborn Barr STL 2012 - 2013

Managing diverse teams and delivering digital/integrated ideas for *Monsanto's* top brands: *Dekalb, Asgrow, Genuity, and more*

Marketing Creative Director *WINK!* USA 2008 - 2012

Winning ADDY Best in Show, Judges Choice, Peoples Choice, 8 GOLD Awards: *Creative Energy, Vie de France, Zatarain's, Siemens, Texas Pete, Bunge...*



VP Executive Creative Director Adamson STL 2002 - 2007

Transforming a B2B into a B2C agency by winning 5 new business pitches: *Shoe Carnival, Save-A-Lot, Logan's Roadhouse, St. Luke's, MO Lottery*
Growing the agency staff from 29 to 50+. Managing a Creative staff of 18



VP Creative Director McCann Minneapolis 1997 - 2002

Winning the *Burger King* pitch by focusing on folks crazy for the *Whopper*. Working with *Kmart*. Successfully launching 2 new products and a Network: *General Mills Frosted Mini-Chex & Sunrise Organic, ShopNBC Network*



Creative Director Best Buy Minneapolis 1996 -1997

In-House Experience: Creating *Best Buy's* first integrated branding campaign bringing 5 distinct teams (*broadcast, digital, in-store, print, internal comm*) together as one unified brand voice

RESULTS: BBY stock rose 595%, becoming the #1 US stock 2 years in a row

Previously engaged at: **BBDO, Bozell, D'Arcy** Chicago



AWARDS: International Advertising Festival, International Film Festival, TELLY, Adweek Best of Month; ADDY: National, Best in Show, GOLD, Judges Choice

experience



CATEGORY: DIGITAL, RETAIL, CPG, FOOD, RESTAURANT, HEALTHCARE,
FINANCE, AUTOMOTIVE, ENTERTAINMENT, MEDIA,
AGRICULTURE, AND OTHER MOTLEY SKILLS

AGENCY & IN-HOUSE EXPERIENCE

result\$



Best Buy

After creating their first integrated *branding* campaign, the BBY stock rose **595%**, becoming the **#1** US stock for *two consecutive years*, propelling Best Buy past Circuit City, and never looking back



Shoe Carnival

Winning a **\$30** million account, increasing *brand awareness*, backing 36 weeks of sale events, + *driving new customers into the stores*; stock price *shot up* **200%**, sales *up* **13%**, comp store sales *up* **9%**



Brownfield Ag News

Just 9 months after launching our *digital rebranding* campaign, we achieved *increases* of **476%** in Facebook followers; **262%** in Twitter followers + **7,390%** in monthly impressions



Save-A-Lot

Ranking **#1** out of **14,000** in day-after brand recall testing, breaking through and *demolishing the clutter!* Winning the 5th largest grocery chain, causing store sales to rise to *record heights* in just 3 weeks



Rawlings Plasma Fusion

Selling over **1 million bats** within 3 weeks, becoming the *fastest sell* for any Rawlings bat launch. Our viral video garnered over **100,000** views in just a few weeks; not bad for a \$200 video



Burger King

Winning the **2nd largest** hamburger chain in a *national shoot-out*, by focusing in on the fact that people *really love* the Whopper



General Mills Frosted Mini-Chex & Sunrise Organic

Launching two cereals: the 42nd ranked **All-Time Greatest** and the *first* certified organic cereal by a major brand



ShopNBC Launching the *premier* home shopping network