

William Wilbanks

Enterprise Creative Leader | Brand Strategy | Creative Direction | Organizational Leadership

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EXECUTIVE SUMMARY

Creative executive with more than 20 years of experience leading enterprise creative organizations, strengthening brands, and building high-performing teams across healthcare, fintech, SaaS, retail, and B2B environments.

Throughout my career, I've partnered with executive leadership to translate business strategy into compelling brand experiences, scalable creative organizations, and measurable business outcomes. My leadership combines creative excellence, organizational design, and operational discipline to help teams produce exceptional work at enterprise scale.

Known for building trusted relationships across marketing, product, communications, and executive leadership, I create environments where creativity thrives, brands remain consistent, and organizations perform at their highest level.

ENTERPRISE HIGHLIGHTS

- **20+ years leading creative organizations across enterprise, agency, retail, and technology environments**
- **Directed creative strategy supporting 6,000+ employees, 10 business units, and operations across 13 countries**
- **Partnered with 42 executive and cross-functional leaders to align creative initiatives with business priorities**
- **Managed \$1M—\$1.5M creative and production budgets while improving delivery performance and operational efficiency**
- **Led enterprise adoption of AI-enabled creative workflows that accelerated delivery while maintaining brand quality**

CORE COMPETENCIES

- **Creative Leadership:** Creative Direction, Brand Leadership, Executive Partnership, Team Leadership, Creative Strategy, Organizational Development
- **Brand & Marketing:** Brand Strategy, Integrated Campaigns, Digital Experience, Storytelling, Brand Governance, Customer Experience
- **Business Leadership:** Organizational Transformation, Creative Operations, Budget Management, Executive Communication, Cross-Functional Leadership, AI-Enabled Creative Workflows

EXPERIENCE

WEX

Remote | Portland, Maine

Creative Director, Global Brand & Creative Leadership

2021-2026

Led enterprise creative strategy and organizational transformation for WEX's global brand, supporting more than 6,000 employees across 10 business units while partnering with executive leadership to strengthen brand consistency, improve creative performance, and scale enterprise marketing.

- **Executive Strategic Partnership:** Served as a strategic partner to marketing and business leaders, translating complex product needs into high-impact creative strategies for the health and financial wellness sector.
- **Brand Integrity & Governance:** Directed the “One WEX” global brand model, replacing fragmented regional workflows with a centralized governance framework that reduced revision cycles by 78%.
- **Matrixed Leadership:** Navigated a complex global matrix to align creative execution across marketing, digital, HR, and operations, improving delivery predictability by 72%.
- **AI Integration:** Optimized creative workflows by evaluating and implementing Generative AI tools for rapid prototyping and content scaling while maintaining quality and brand voice.

benefitexpress

Schaumburg, Illinois

Director of Creative Services, Brand Transformation & Creative Leadership

2017-2021

Led the creative organization responsible for repositioning the enterprise brand, modernizing the customer experience, and establishing a high-performing in-house creative team that became a strategic partner across the business.

- **Human-Centric Storytelling:** Partnered with executive leadership to reposition the company around a “service-first” narrative, simplifying complex healthcare benefits data into clear, compassionate user experiences.
- **Enrollment Communication Excellence:** Directed the creation of user-centric enrollment communications and digital brand experiences, contributing to a \$275M acquisition and a 24% increase in sales opportunities.
- **Studio Evolution:** Built the foundational in-house creative studio, implementing standardized intake and governance systems that achieved 80% adoption across the enterprise.

FTD

Downers Grove, Illinois

Creative Services Manager / Art Director, Enterprise eCommerce & Brand Development

2007-2017

Directed creative leadership for a \$292M eCommerce business, overseeing multidisciplinary teams responsible for major seasonal campaigns, customer experience, merchandising, and enterprise brand initiatives that supported revenue growth and operational excellence.

- **High-Impact Execution:** Managed large teams and high-volume seasonal campaigns (Valentine's/Mother's Day) where execution accuracy directly influenced consumer trust and brand perception.
- **Operational Excellence:** Redesigned promotional workflows that reduced critical update timelines from one hour to five minutes, ensuring speed and accuracy during peak revenue windows.

EARLIER CREATIVE LEADERSHIP EXPERIENCE

Held progressive creative and design leadership roles across advertising, retail, production, experiential, and entrepreneurial environments including: Wilbanks Media • Signature Advertising • Velocity Advertising • Amanda's Manufacturing • Signs First Digital

Experience included branding, campaign design, production leadership, experiential marketing, illustration, packaging, environmental graphics, and client-facing creative development.

EDUCATION

AMERICAN INTERCONTINENTAL UNIVERSITY, Remote

B.F.A., Visual Communication, 2004