



**Brand Strategy:**  
[www.schoolid.world](http://www.schoolid.world)

**Portfolio:**  
[www.matt-wehner.com](http://www.matt-wehner.com)

## Areas of Expertise

### Brand Strategy & Messaging

- Brand Strategy and Implementation
- Audience-Aligned Content
- Narrative Development and Messaging Architecture
- Custom Workshops & Research
- Visual Systems and Logo Design

### Visual Systems

- Campaign Systems and Storytelling
- Visual Identity and Brand Systems
- Photography and Visual Assets
- Color Theory and Systems Thinking

### Web & Digital Tools

- WordPress (Elementor, WPBakery)
- HTML Email Templates and Digital Campaign Design
- Adobe Creative Suite: InDesign, Illustrator, Photoshop, Lightroom
- After Effects, Premiere,
- Google Analytics, ChatGPT, Claude, Raiser's Edge

### School-Specific Platforms

- LibGuides, PowerSchool, Vidigami, Finalsite

# Matt Wehner

## Professional Summary

I am a brand builder who works at the intersection of strategic thinking and creative craft. Over nearly 20 years in mission-driven marketing, spanning international schools, nonprofits, and independent brand work, I have led brand strategy, communications, and campaign development for organizations where story, values, and community are inseparable from growth.

My background is unusual for a marketing leadership role: I come up through design, which means I understand brand as both process and lived experience, including the way a website feels to a prospective family and the way a visual system builds trust or erodes it. At WAB, I led a full brand overhaul working closely with senior leadership, and through School ID I have deepened that expertise into a focused methodology for helping schools find and tell their authentic story.

I am now seeking a leadership role where I can bring my creative, strategic, and relational skills together at institutional scale.

## Experience

### School ID | 2024-present

Brand Strategy, Design, and Consulting for International Schools

#### Founder & Creative Director (Aug, 2024-present)

Developed a brand strategy framework tailored specifically to international schools, integrating audience research, positioning, narrative architecture, and visual identity systems.

- Designed School ID's complete brand identity, including logo suite, typography, color system, and website, as a working model for the methodology.
- Actively seeking opportunities to bring this framework into a full-time institutional context where it can be applied at scale.

### Western Academy of Beijing (WAB) | 2018-2024

International School | Beijing, China

#### Communications Systems & Strategic Projects Supervisor (Feb. 2021 – Aug. 2024)

- Led a whole-school brand transformation, facilitating stakeholder workshops with academic and senior leadership teams, developing positioning, and collaborating with an agency to produce a refreshed visual identity system.
- Partnered with Admissions and school leadership to align brand positioning with the competitive landscape, parent decision drivers, and enrollment communications strategy.
- Built structured enrollment communication journeys supporting awareness, inquiry, and family onboarding processes.
- Designed and implemented integrated communications systems across website architecture, parent portals, internal platforms, and campaign materials.
- Facilitated custom brand workshops that brought leadership, academic teams, and communications functions into alignment around a shared brand framework.
- Contributed to whole-school strategic planning discussions, presenting brand and communications initiatives to senior leadership.



## Recent Strategic Projects

### Website Toggle for WAB (2025)

Conceptualized a parent/student view toggle for WAB's redesigned website, allowing each audience to access tailored content on school-level landing pages. Designed to improve empathy and usability for prospective families researching the school remotely.

### On-Brand Tools for Non-Designers (2024)

Developed a scalable brand system, including a grid framework and self-serve templates, empowering school staff to create consistent, high-quality communications independently.

### Audience Empathy Workshop (2025)

Led a tailored brand storytelling workshop for international school marketers, advancing audience-centered messaging. Presented at Finalsite University, a global school marketing and website conference.

## Education

### B.A. Multidisciplinary Studies

Custom Degree combining Marketing, Human-Animal Relations, and Graphic Design with graduate credits in: Marketing Strategy, International Journalism, and Primate Ecology

**University of Minnesota**  
– Twin Cities

## Western Academy of Beijing (Continued)

### Graphic Designer (July 2018 – Feb 2021)

- Designed and produced integrated print and digital communications across academic and operational departments.
- Produced major institutional publications, including annual yearbooks, admissions materials, and welcome programs.
- Supported cross-functional teams with on-brand creative direction, serving as interim school photographer and maintaining visual consistency across all communications.
- Supported media relations and PR outreach with local expat publications and international school guides, contributing to WAB's visibility in the Beijing expatriate community.

## Como Friends | (2008-2018)

Nonprofit advancing Como Park Zoo and Conservatory.  
Saint Paul, MN, USA

### Marketing Lead | Creative Director (Jan. 2008 – Aug. 2018)

- Led a decade-long transformation of organizational communications, building an in-house marketing system, guiding a full rebrand, and acting as brand consistency lead across digital, print, event, and community touchpoints.
- Collaborated with a board-level Strategic Communications Committee to shape messaging strategy, built a communications metrics dashboard benchmarked against national nonprofit standards, and prepared bimonthly performance reports presented to the full board.
- Partnered with KNOWN Branding to develop and implement a comprehensive brand strategy across all channels.
- Directed campaign design for The Campaign for Como, an \$18.9 million fundraising effort, producing logos, signage, and core materials supporting major capital projects including Polar Bear Odyssey and the Charlotte Partridge Ordway Japanese Garden.
- Built and maintained the organization's digital presence, transitioning communications into a content marketing model.
- Served as lead photographer for Como Zoo, with images featured in national media and nonprofit publications.

## Como Park Zoo and Conservatory | (2007)

Saint Paul, MN, USA

### Marketing Intern (July 2007 – Jan 2008)

- Launched a promotional campaign for newly built event spaces, contributing to a measurable increase in wedding and event bookings.
- Branded and implemented the campus's first digital signage system using LCD screen displays.