
STEPHEN R. WUNDERLI

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"Stephen's ability to tell a story and engage an audience is both innovative and second-to-none. The contribution he has made to Foundation For a Better Life has impacted millions of lives."

Gary Dixon, Director, Foundation for a Better Life

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2606 East Stanford Lane
Holladay Utah, 84117

Profile

Creative Director and writer in a variety of industries.

"People will forget what they see, but they'll always remember how they felt."

Platforms

TV, radio, social media, content marketing, outdoor, print, collateral, web.

Work

Foundation for a Better Life: Create positive messages for TV and radio

Huntsman Cancer Institute: Created video stories using real people for website, TV and radio

National Hospice Association: Worked with Edelman PR to capture family stories on video for broadcast and social media

Jim Henson Company: Collateral marketing for licensing division; focused on telling backstories of stars Kermit and friends.

Church of Jesus Christ of Latter-day Saints: Increased distribution of PSAs: to top 3 in the Country by modeling simple, positive scenarios for fathers. Writer/Creative Director

Skills

Writing/Creative Direction: concept development, interview skills and summation, articles, audio and video scripts, content and advertising

Directing: great people and interview skills, use subtle visual metaphors to emphasize the story. Directed hundreds of commercials

Awards

Film and Radio: National Athena, Emmy, Telly, Gabriel, Cine, New York Festivals, Silver Microphone, Communication Arts, Mobius, Addy, United Nations *Time For Peace*

Education

University of Utah, Bachelor of Science, Mass Communications

Adjunct

Brigham Young University, Storytelling in Advertising. BYU Law School: Storytelling in Law. Westminster College, Communications/Advertising

Published Works

3 children's books: Henry Holt. 4 books: Deseret Book. Various articles: Forbes, Deseret News, industry publications, Silicon Slopes

References

Raymond Smith, Duke University—919.308.8556

Jacob Hoehne, Issimo—801.836.6298

Kerry Patterson, Founder, VitalSmarts—801.358.5995

Gary Dixon, Foundation For a Better Life—303.888.8307
