



DEREK
WIGBOLDY
Creative Director

Derek Wigboldy

Fennemore Forward
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A designer knows he has achieved perfection not when there is nothing left to add, but when there is nothing left to take away.

Antoine de Saint-Exupéry, author & poet

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DEREK WIGBOLDY

Derek Wigboldy is a Creative Director who works for our Marketing & New Business Development team. Derek is an experienced marketing guru with a history in brand development, creative direction, sales, video and design. He takes great pride in ensuring Fennemore's brand's personality, culture, and services are associated with our core values. His goal for our visual communication and design is to successfully convey a message that motivates our clients and prospective clients to take action. Derek is skilled in search engine optimization (SEO), B2B / B2C Marketing, Adobe Creative Suite, social media, email marketing, packaging design, and he is also HubSpot Inbound Marketing Certified.

Raised in Idaho, and now living in Michigan, Derek has always been a creative thinker, and he decided to pursue a creative career while in college. Shooting film and photo while also studying business led him to a career in creative branding, and his passion is for conveying a brand's "why" through his ever-growing tool box of skills, including video, email marketing and web design.

With a wife and identical twin daughters, Derek enjoys spending time away from work with his girls. He also comes from a musical family and has the ability to play several instruments, with an affinity for playing his beloved guitar.

EDUCATION

B.A., Calvin College

ADMISSIONS

**Not licensed to the practice of law*