

GLEN FELLMAN

Durham, NC

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creative strategist /copywriter/creative director

EXPERIENCE COURTESY OF:

Fallguy Creative – Durham, NC – Freelance

9/2015–present

Clean – Raleigh, NC – Head of Creative/VP

4/2016–3/2025

Charged with strengthening the strategic and conceptual nature of the work and deepening the agency's digital bench. Guided the creative team and maintained the agency's creative reputation through an ownership change and refocusing of the agency. Helped maintain the client base and retain creative staff through the pandemic.

Clients: Lenovo, Nature's Twist, Orangina, Red Hat, SAS, Sensus, NC DHHS, Vidant Health, Lincoln Memorial University, Charlottesville, Chapel Hill, Boone, NC Zoo and Aquariums, Builders Mutual, Hyster Lift Trucks, Swanson Health.

Koroberi – Chapel Hill, NC – Chief Creative Officer/SVP

9/2014–4/2016

Joined the agency as part of a team tasked with expanding the client base at this small b2b agency in exchange for earned equity. Ultimately, we came just shy of meeting our 12-month goal of \$1 million. While the rest of the team moved on, I was contracted as a fractional CCO.

Clients: Intelligrated Automation, Yale Lift Trucks, Pallet Alliance.

French West Vaughan – Raleigh, NC – Chief Creative Officer/SVP

11/2013–9/2014

Charged with raising the level of strategic thinking, innovation, and creative execution at one of the most respected public relations agencies in the US. Responsible for helping the agency transition from pure public relations to more of an integrated agency with digital at its core.

Clients: Elevation Burger, Hood River Distillers, Island Club Brands, Justin, Majestic, NC State University, Pendleton Whisky, Wrangler Jeans, and Wrangler Western.

McKinney – Durham, NC – Group Creative Director/SVP 4/2005–10/2013

Creative leader to a rotating team of writers, art directors, creative technologists and UX designers. Responsible for nurturing ideas, securing client buy in, and guiding their execution. Known for being a strategically minded creative with keen business sense. One of only five GCDs who reported directly to the CCO and Agency President.

Clients: Audi North America, Brown-Forman, Lenovo, Meijer, Nationwide Financial, NASDAQ, Polaris, Proshares, Qwest Communications, and Travelocity.

Carmichael Lynch – Minneapolis, MN – Associate Creative Director 12/2001–4/2005

Served as one half of the team tasked with establishing a digital creative reputation worthy of one of the most storied creative shops in North America. Gained a reputation as an all-around creative which expanded my responsibilities beyond digital to include traditional media and design projects. Worked closely with strategists and account planners on brief development.

Clients: A.G. Edwards, Porsche Cars North America, American Standard, Northwest Airlines, Tractor Supply Co., Harley-Davidson, Fetzer Wines, Diamond Cabinets, Formica, Ikea, and Rosetta Stone.

Divine (Marchfirst) – Minneapolis, MN – Copywriter/Strategist 5/2000–9/2001

Responsible for collaborating with UX designers and developers to create large-scale, digital, brand experiences.

Clients: Best Buy, General Mills, Imation, Parametric Technologies, Proctor & Gamble, and USA Hockey.

Target Corporation – Minneapolis, MN – Senior Copywriter 10/1998–5/2000

Tasked with concepting and executing everything from weekly circulars to outdoor boards to eulogies for famous pets as part of an in-house agency for Target's department store division.

Clients: Marshall Field's, Hollywood Oscar® Party, Jungle Theater, Stages Theatre Company, and Salomon Smith Barney.

BI Worldwide – Minneapolis, MN – Copywriter 5/1997–10/1998

Created large-scale online and offline promotional campaigns and incentive programs for a roster Fortune 500 companies.

Clients: Acura, Cadillac, Ford, Isuzu, Lucent Technologies, Mazda, Southern California Edison, Volvo, and Wells Fargo.

H.T. Klatzky & Associates – Duluth, MN – Copywriter
My first real gig in advertising and first job with benefits.

11/1994–5/1997

Clients: None you've never heard of unless you've spent significant time in the Zenith City.

EDUCATION COURTESY OF:

Vanderbilt University – online
AI Prompt Engineering

3/2023–5/2023

Springboard UX – online

3/2017–9/2017

Hyper Island – New York, NY
Digital master class

9/2010

University of Liverpool – online
M.B.A. post-graduate certificate, concentration in entrepreneurship

7/2004–9/2005

University of Wisconsin – Madison, WI
B.A., Communication Arts: radio, television and film production
Minor equivalencies in journalism and marketing

9/1988–5/1992

RECOGNITION COURTESY OF:

Ad Age, the Effies, Creativity Online, the FWA, Communication Arts, OMMA, Mixx Awards, Contagious Design, One Show Interactive, Macromedia Site of The Day, the Minneapolis Show, Crystal Awards, How Design, Print, Arc Awards, Retail Advertising Conference Awards, and numerous AAF District and Regional Addys.