

GLEN FELLMAN

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CREATIVE DIRECTOR | STRATEGIST

SUMMARY

Award-winning Creative Director with 10+ years of experience leading brand storytelling, campaign development, and integrated content across digital and traditional platforms. Skilled in guiding high-performing teams to deliver audience-first, strategically grounded work that drives engagement and meets business goals. Brings deep expertise in video, photo, and multimedia production, ensuring effective execution from concept to launch. Recognized for blending strategic insight with creative vision to win new business, elevate brand impact, and build lasting client relationships.

SKILLS

- Branding and Identity
- Integrated Marketing
- Copywriting
- Creative Strategy
- Storytelling
- Cross-functional Team Leadership

EXPERIENCE

Freelance Creative Director

Fallguy Creative | Durham, NC

Sep 2005 - Present

The freelance practice of Glen Fellman. Offers creative direction, strategy, copywriting, and workshop facilitation services to local and national businesses, agencies, and nonprofits.

- Created the logo and branding for one of the largest and most successful non-partisan voter education and registration nonprofits in the Southeast.
- From Q4 2015 to Q2 2016, generated \$120k in revenue through client retainers and project fees before accepting a full-time position.
- Created and led ideation workshops for two corporate in-house creative teams.

Executive Creative Director

Clean Advertising and Design | Raleigh, NC

Apr 2016 – Feb 2025

A 15-person advertising and design agency. Known for strategically driven creative solutions that build awareness, engage audiences, and drive growth for B2C and B2B clients.

Guided an 8-person team of designers, writers, and content creators. Collaborated with strategy to uncover insights and develop creative briefs. Led new business pitches and worked to strengthen client relationships. Reported directly to the agency owner.

- Increased the percentage of revenue from digital projects from 35% to nearly 70% in the first three years.
- Developed the strategic and creative approaches for all NCDHHS integrated campaigns during a four-year AOR relationship.
- Led the integrated marketing pitches that won AOR assignments from two higher education clients.

Executive Creative Director

Koroberi | Raleigh, NC

Sep 2014 – Dec 2015

A full-service B2B agency with a focus on serving clients in the supply chain, robotics, software, energy, medical, and telecommunications industries.

Developed and executed integrated marketing campaigns. Served as lead copywriter on key client campaigns. Oversaw the work of a team of in-house designers and developers. Served as the lead UX designer for digital projects. Ran all new business initiatives.

- Elevated the agency's creative reputation among existing clients.
- Secured new client work that added nearly \$1 million to agency revenue in just 12 months.

Executive Creative Director

French West Vaughan | Raleigh, NC

Nov 2013 – Sep 2014

A 130+ person, independent, public relations, advertising, and digital media agency. Named Best PR Agency of 2023 and has earned multiple National Agency of the Year honors.

Responsible for elevating the quality of the agency's creative work. Managed a 5-person team of designers, developers, and writers. Reported to the agency president and CEO.

- Developed the campaign concept and led the pitch that won the AOR assignment for a regional bank.
- Introduced a more consistent and efficient creative process that improved team morale, project profitability, and client satisfaction.
- Guided the development and oversaw the launch of a lifestyle website for a legendary western wear brand.

McKinney | Durham, NC

Sep 2005 – Oct 2013

One of the world's top creative, media and influencer agencies. Part of the Cheil Worldwide network with 400+ employees across the country..

Group Creative Director | Jun 2009 – Oct 2013

Guided the development of integrated marketing creative for several clients in industries like technology, wine and spirits, travel, and financial services. Responsible for leading client presentations and new business pitches. Reported directly to the Chief Creative Officer.

- Secured the agency's first-ever digital AOR relationship for a national spirits brand.
- Led the creative pitch that landed a multi-million dollar AOR assignment for a consumer telecommunications provider..
- Represented the agency as a frequent award show judge and industry speaker.

Associate Creative Director | Sep 2005 – Jun 2009

Led concept development and copywriting across integrated campaigns for national consumer and B2B brands, reporting directly to the Executive Creative Director. Oversaw creative strategy, UX, and execution for digital, print, and experiential initiatives across diverse client portfolios.

- Elevated brand visibility for Southern Comfort and Tuaca through award-winning digital campaigns and immersive content experiences.
- Spearheaded creative for Travelocity's online marketing initiatives, increasing user engagement through optimized UX and storytelling.
- Led successful pitch efforts for multiple new business wins, contributing to agency growth and expanded client roster.

EDUCATION

Master of Business Administration, M.B.A. Certificate in Entrepreneurship, University of Liverpool, Liverpool, UK

Bachelor of Arts, B.A. in Communication Arts, University of Wisconsin, Madison, WI

Certifications: AI Prompt Engineering, UX Design, Design Sprint Workshop Facilitation

Software: Adobe Creative Cloud, Google Workspace, Figma, Microsoft Office

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