

GLEN FELLMAN

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CREATIVE DIRECTOR

SUMMARY

Award winning Creative Director with 15+ years of experience in the advertising and design world as a team leader, copywriter, strategist, and UX lead. Adept at creating solutions that are rooted in strategic insight and aligned with client objectives. Proven ability to lead pitches and presentations that win business and retain clients.

STRENGTHS

- Branding and Identity
- Integrated Marketing
- Copywriting
- Creative Strategy
- Storytelling
- Cross-functional team leadership

EXPERIENCE

Freelance Creative Director

Fallguy Creative | Durham, NC

2001 - 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

2016 - 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.
- Created the strategy and creative campaign that secured the agency's first CPG clients with national reach.

- Led pitches that won two government AOR assignments worth over \$1 million in annual revenue.

Executive Creative Director

Koroberi | Raleigh, NC

2014 - 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

2013 - 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.

Group Creative Director

McKinney | Durham, NC

2005 - 2013

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

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

Carmichael Lynch | Minneapolis, MN

2001 - 2005

A fully integrated creative agency with 300+ employees. Its work has been heralded by international award shows. Owned by the Interpublic Group of Companies Inc..

Helped establish the agency's digital creative offering. Responsible for the development of all digital creative work. Served as a digital marketing advisor to internal teams and clients. Reported to the group creative directors and to the executive creative director.

- Developed the UX and design for the e-commerce website of a national rural lifestyle retailer.
- Facilitated cross-functional collaboration between strategy, development, and creative to deliver innovative campaigns and drive business growth.
- Developed an online showroom for the launch of the first SUV from an iconic sports car brand, winning the agency its first digital creative award.

EDUCATION

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