



BRIAN FULLER

Marketing & Creative Leader
Marketing Operations
Execution AI-Driven Efficiency

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CORE CAPABILITIES

Leadership & Strategy

Marketing Leadership, Creative Direction,
Cross-Functional Team Leadership,
Integrated Campaign Strategy

Operations & Execution

Marketing Operations, Workflow
Optimization, Process Design &
Improvement, Execution Management

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Modern Capabilities

AI-Driven Workflow Optimization,
Automation Implementation, Digital
Transformation, Process Efficiency

Creative & Content

Brand Strategy, Content Development,
Video Strategy, UX/UI & Digital Design

EDUCATION

Bachelor of Arts (BA), Graphic Design
Illinois State University



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EXECUTIVE SUMMARY

Marketing and creative leader focused on improving clarity, alignment, and execution across cross-functional teams.

Proven ability to connect strategy to results by optimizing workflows, strengthening marketing operations, and implementing scalable processes that increase efficiency and output quality. Experienced in leading integrated marketing initiatives while introducing automation and AI-driven solutions to modernize how teams work.

Strong track record of improving execution, reducing costs, and enabling teams to deliver high-impact marketing campaigns across digital, print, and video channels.

PROFESSIONAL EXPERIENCE

Street Level Studio

Creative Director | Marketing & Operations Leadership | Jan 2020 – Present
Digital Creative Director | Aug 2015 – Jan 2020

Lead marketing, creative, and operational initiatives, aligning strategy, messaging, and execution across client engagements and internal teams.

Key Achievements:

- Directed integrated marketing campaigns across digital, print, and video channels—improving alignment between strategy and execution while ensuring on-time and on-budget delivery
- Strengthened cross-functional collaboration between creative, account, and strategy teams—improving workflow efficiency and reducing execution bottlenecks
- Implemented creative automation workflows, reducing production costs by \$213K annually while increasing output speed and consistency
- Introduced AI-supported processes to streamline content development and improve team efficiency
- Built and expanded agency video capabilities, increasing engagement across client campaigns and diversifying service offerings
- Led marketing strategy and execution for new business and RFP efforts, improving positioning and win potential
- Maintained 88% employee retention, fostering a collaborative and performance-driven team environment

Focus: Improving clarity, alignment, and execution across marketing and creative operations

CDW (Fortune 100 Company)

Creative Services Manager
Jan 1998 – Jan 2006

Led cross-functional creative services supporting integrated marketing initiatives for global technology partners.

Key Achievements:

- Managed integrated marketing campaigns across catalog, digital, event, and executive communications channels
- Partnered with cross-functional stakeholders to align creative strategies with revenue-driving objectives
- Developed and implemented CDW's first mobile app, reducing print costs by \$52K annually and accelerating go-to-market timelines by three weeks
- Established brand standards and governance across multi-channel marketing efforts
- Improved execution consistency across teams through structured processes and workflow optimization

CDW (Fortune 500 Company)

Senior Graphic Designer / Multimedia Designer
Jan 1998 – Jan 2006.

Skills & Technology

Marketing & Operations: Marketing & Operations, Workflow Automation, Process Optimization, Cross-Functional Collaboration

Creative & Content: Creative Direction, Brand Strategy, Video Production, Digital & Print Design, Web Development, Agency lead creative contact

Technology: Microsoft 365, Adobe Creative Suite, Digital Publishing, iOS App Development For Digital Publications, Marketing Automation Tools