



THOMAS R FELLNER

Digital Marketing Strategy

PERSONAL PROFILE

I'm a marketing and brand leader with more than 25 years of real-world experience in brand and marketing strategy. I specialize in creating powerful omni-channel brand and marketing campaigns. I also have a wealth of knowledge in digital project management, process innovation, and digital transformation.

EDUCATION

Northeast Wisconsin Technical College
Associates Degree, Marketing Communications (1993)
Graduated with Honors

TRAINING & CERTIFICATIONS

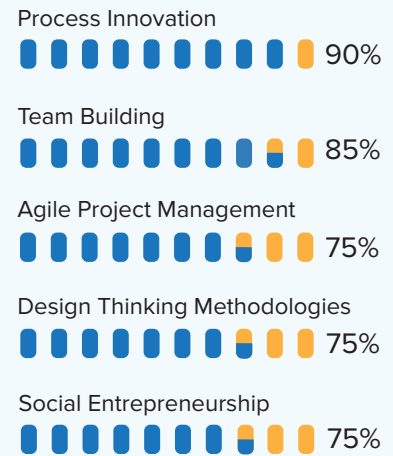
- Extraordinary Presentations (2007)
- Results Based Interactions (2006)
- Kepner-Tregoe Project Management (2006)
- Kepner-Tregoe Problem Solving & Decision-Making (2006)
- Selling Skills (2005)
- Creative Leadership Crash Course (2005)
- Insight and Conflict Management (2004)
- Adaptive Leadership (2004)
- Process Excellence (2003)
- Supervising Skills for New Supervisors (2002)
- Creative Leadership (2002)
- How to Lead a Team (1997)
- How to Communicate with Confidence, Clarity, and Credibility (1997)

SKILLS

BRAND & MARKETING



OPERATIONS



EXPERIENCE



Bryt-Idea Brand and Marketing Consultation - Founder

Feb 2019 - Present

Bryt-Idea is a consulting collective with a vision to help cause-driven organizations fulfill their mission and purpose. Bryt-Idea provides cost-effective marketing and brand strategy consultation with an additional focus on process innovation and digital transformation.



Imagine That, Inc. Digital Marketing Agency - Founder & CEO

Aug 2008 - Nov 2018

- Provided leadership and oversight of all sales and marketing activities, business operations, administration, and client relations for Imagine That.
- Responsible for 30% average yearly growth over 10 years.
- Helped secure numerous major clients across Colorado and the United States.
- Implemented process innovation solutions that dramatically improved efficiencies and speed to market of services.
- Created and led team building activities and problem-solving initiatives.
- Provided brand and marketing expertise, startup advice, financial, and on the ground support for many nonprofit organizations.



CBST Adventures - Technical/Digital Consultant

Mar 2008 - Oct 2009

Provided media development services and technical support including; video production, website design and development, graphic design, IT consultation and support.



Schreiber Foods, Inc. - Graphic Production Team Leader

Feb 1993 - Aug 2007

Responsible for the efficient workflow of creative projects through the Creative Services department.

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