



# THOMAS R FELLNER

## BRAND & MARKETING LEADER

### PERSONAL PROFILE

I'm a marketing and creative 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 project management, process innovation, and digital transformation. I help organizations optimize messaging, process, and impact.

### EDUCATION

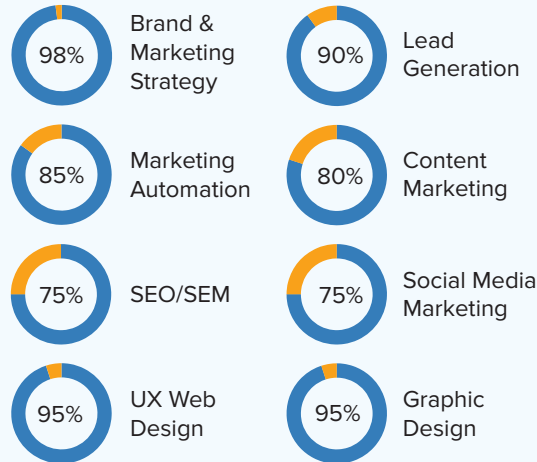
Northeast Wisconsin Technical College  
Associates Degree, Marketing Communications (1993)  
Graduated with Honors

### TRAINING & CERTIFICATIONS

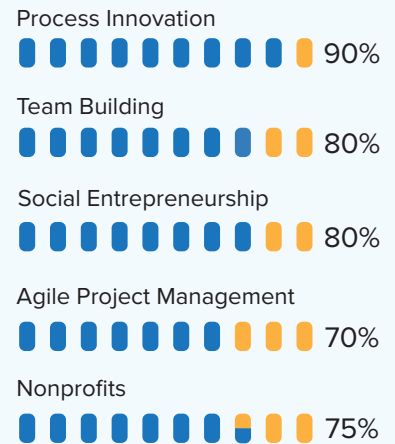
- Extraordinary Presentations (2007)
- Results Based Interactions (2006)
- Kepner-Tregoe Project Management (2006)
- Kepner-Tregoe Problem Solving & Decision-Making (2006)
- Selling Skills (2005)
- Creative Leadership Crash Course (2005)
- Insight and Conflict Management (2004)
- Adaptive Leadership (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 Consulting - 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. - 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.

(Continued)



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### CONTACT

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### HOBBIES

- Hiking
- Backpacking
- Skiing
- Travel
- Theology nerd

### EXPERIENCE (Continued)

#### Schreiber Foods, Inc. (Continued)

- Led numerous process improvement teams, helping increase overall efficiency and speed to market.
- Project manager and developer of multiple automated workflow initiatives.
- Created and led team building activities and problem-solving initiatives.
- Other roles: graphic designer, prepress specialist, videographer, and database developer.

#### **PFL** Practical Family Living - Technical Media Advisor (part-time)

June 2003 - June 2004

Responsible for media creation and development for the Practical Family Living radio program. Responsibilities included; audio engineering, on-air commentator and announcer, web design and development, database development, graphic design, computer support and administration.

### VOLUNTEER WORK

#### Denver Freelance Association - Business Development, Facilitator 2019

Assisted with business development consultation and direction. Workshop facilitation at monthly meetups.

#### Posner Center - Brand Strategy Consultation 2019

Provided consultation and talks on brand and marketing strategy for nonprofits.

#### Friends of the Dillon Ranger District - Board Vice President 2018-2019

Support and guidance to board president, board members and FDRD's executive director.

#### Engage The Middle East - Marketing/Brand Strategy Consultation 2017-2018

Provided brand and marketing strategy consultation including; brand discovery process, mission and vision statements, business development, graphic design, website design and development.

#### Startup Weekend - Business Startup Coach 2015-2017

Provided entrepreneurial coaching and mentorship to startup weekend teams.

#### Cooperative For Education - Child Sponsor - Guatemala 2014-2018

Multiple humanitarian trips to Guatemala, visiting schools and learning centers. Child education sponsorship supporter.

#### Woodland Worship Center - Multiple Roles 1997-2007

Board member, ministry development team leader, cell group leader, worship leader, A/V operation and support, graphic design, web development, videography.