

BRENT *fagerburg*

CREATIVE DIRECTOR

www.fagerwork.com

m 847.502.4442

brent.fagerburg@gmail.com

[linkedin.com/in/fagerburg](https://www.linkedin.com/in/fagerburg)

ABOUT



Award-winning Creative Director, including World's Greatest Dad. Based out of Chicago.

Design-obsessed. Story-driven. With 15+ years in the ad industry, I've learned that even the most limited medium and/or budget can and should be able to tell a brand story effectively and compellingly in the right time and place to ensure we all truly believe in the work.

As a creative leader on both the traditional agency side as well as in PR, there is one important thing in this wild media landscape: be in control of your brand story, from top to bottom. If you've lost sight of why your brand has permission to exist, you've already lost.

I'm inspired by and want to surround myself with people—colleagues and clients alike—that are curious about how culture works, enthusiastic about the future and want to innovate, and have the right amount of weird in order to tell true stories that make brands matter in new ways.

Proficiencies: Integrative campaigns, art direction, design direction, creative strategy, social content, social strategy, scalable digital campaigns, search/SEM, Adobe CS, Figma, A.I. tools at all stages and across all mediums. Creative mentorship, collaboration, presenting ideas.

EXPERIENCE ▾

MERGE

VP, Creative Director (2019-Present)

Currently leading local and remote dream teams across multiple CPG and healthcare brands.

Edelman

Creative Director (2015-2019)

Clients included Barilla, BUSH's, The City of Chicago, and The U.S. Navy just to name a few. Brought on to help evolve the global PR agency into a hyper-competitive creative agency.



Sr. Art Director (2010-2015)

Created great work alongside amazing, brilliant, overall world-class people in one of the most inspiring environments in the business. We delivered big ideas for Purina, McDonald's, and a host of other fantastic clients.



Art Director (2007)

Worked with and learned from some incredible people across multiple accounts, specifically on integrative brand campaigns for Sprint and Valspar.

EDUCATION ▾

Chicago Portfolio School, 2010

Art Direction

University of Michigan, 2008

BFA, School of Art & Design

REFERENCES ▾

Tony Rogers, Executive Creative Director
773.320.6484

Christina O'Rourke, Executive Producer
847.323.9409

Allison Cirullo, COO
312.315.1251