

FOR IMMEDIATE RELEASE

**Street Level Studio Digital Creative Director
Inspires from Afar**

May 13, 2020, Highwood, IL – Brian Fuller, digital creative director of Street Level Studio (SLS), has been tapped to participate in a unique effort encouraging kids at risk of dropping out to stay in school and pursue careers in the arts.

Cool Jobs, run by Philadelphia-based nonprofit Fresh Artists, is a free three-day expo for sixth and seventh grade students who have an interest in the arts but may not know of the career opportunities in the industry. The event seeks to inspire by introducing them to working artists, chefs, designers, photographers, and other creatives who talk informally about their jobs and how they got them.

“There are so many opportunities for kids to use their creativity in school and have that translate into a successful career,” Fuller says. “Cool Jobs is such a unique way for kids to realize their future, and I’m proud to be a part of it.”

Fuller was invited to speak at the expo about his career trajectory and his creative work at Street Level Studio, a Chicago-area marketing and design agency. However, due to coronavirus restrictions, Cool Jobs quickly pivoted from a live event to a digital program, launching a video library of successful creatives sharing how they prepared for their careers.

Fuller was the first presenter to pivot, as well, and put his expertise to work. Using motion graphics, live footage, shots of the SLS space and team, and energetic music, he created a fast-paced video to spark the kids’ interest in school and a creative career. The video strategically intertwines questions kids might have about an artistic career while Fuller shares his story and excitement about his job.

“We are so grateful to Brian for this fabulous video,” says Barbara Allen, Fresh Artists founder and executive director. Fresh Artists’ marketing director, Jenna Wilchinsky, concurs. “His video and motion graphics are amazing. He really went the extra mile. The kids are going to love watching this!”

To [watch the video](#) and learn more about Street Level Studio’s portfolio of services, visit www.streetlevelstudio.com or call 847-432-5150.

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