

WILL CLAFLIN

VP, Head of Integrated Creative | Fuseideas • Boston, MA



CONTACT

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EXPERTISE

- Integrated Creative Leadership
- Social Strategy
- Content Architecture
- Production Direction
- Brand Storytelling
- Editing, Animation & Ideation
- Creative Operations
- Team Leadership
- Composing & Scoring
- Documentary Film

PLATFORMS

LinkedIn • Instagram • YouTube
Adobe Creative Suite • AI Content Tools
Cinema4D • Premiere • DaVinci Resolve

CREATIVE LIFE

The Sheila Divine
Musician • Songwriter
10 Albums Released • International Tours
Award-Winning Filmmaker • Composer

GIVES BACK

- Pro bono documentary films for nonprofits:
- Save the Children
 - Reproductive Equity Now
 - Horizons
 - Heal the Hood
 - BAGLY
 - Girls on the Run
 - Neighborhood Villages

APPROACH

"I thrive in the chaos between creative and operational, where ideas meet timelines."

PROFESSIONAL SUMMARY

Twenty years of building things that didn't exist before. From architecting one of the earliest digital content studios in music, creating immersive online experiences for Paul McCartney, Madonna, Bob Dylan, and the Beastie Boys, to founding a content department at one of Boston's most respected agencies, to now leading Fuseideas' integrated creative organization: the throughline is always the same. Take a complex idea. Build a system around it. Make something that earns attention.

EXPERIENCE

VP, Head of Integrated Creative

Fuseideas • Boston, MA | Jun 2026 – Present

Promoted to lead Fuseideas' integrated creative organization across strategy, creative, content, social, video production, and AI-enabled workflows, expanding on prior leadership of the agency's content function.

- Lead multidisciplinary teams spanning strategy, creative, content, social, and production, building the structure and processes that let them operate as one integrated unit.
- Evolving the agency's creative capabilities, strengthening collaboration between creative and media to deliver integrated campaigns that solve modern marketing challenges.
- Set the vision for how AI-enabled workflows extend across the full creative organization, building on the AEO/AI discoverability practice established in the prior role.

VP, Director of Creative Content

Fuseideas • Boston, MA | Aug 2023 – Jun 2026

Held three distinct mandates simultaneously at a fiercely independent agency: Head of Social, Head of Production, and Creative Content Architect.

- Head of Social: Owned Fuseideas' full social ecosystem (LinkedIn, IG, YouTube), driving platform growth, audience development, and positioning the agency as a social-first creative shop.
- Head of Production: Led a full internal production team, directing shoots and managing editors, writers, producers, designers, and external crews across commercials, documentaries, and fast-turn social content.
- Creative Content Architect: Designed and operationalized the agency's end-to-end content workflow: idea → brief → production → publishing → analytics → optimization.
- Built Fuseideas' internal social studio model, reducing external production costs while increasing output 3x.
- Pioneered the agency's AI-driven content workflow, helping brands show up in search and answer engines (AEO/AI discoverability): one of the first implementations of its kind at an independent agency.
- Led major content and production for Solo Stove, Hasbro, National Grid, Killington Resort, and multiple national tourism boards.

CTP (Conover Tuttle Pace)

Boston, MA | Feb 2015 – Aug 2023 • 8 yrs 7 mos

Eight and a half years at one of New England's most celebrated full-service agencies, advancing from Digital Storyteller to VP, Director of Creative Content. Built the content department from the ground up, creating the infrastructure, the team, and the creative philosophy that turned CTP into a content-first agency before that was a common phrase.

VP, Director of Creative Content | Jan 2019 – Aug 2023

- Founded and scaled the agency's internal content department, assembling and managing a team of cinematographers, editors, animators, and producers.
- Directed content strategy and production for Converse, The Boston Red Sox, Dunkin' Donuts, Eastern Bank, Breeders' Cup, and Juicy Juice, among others.
- Established production standards, post-production workflows, and creative processes adopted agency-wide across all disciplines.
- Played a pivotal role in transitioning CTP's creative offering from traditional advertising into content-led, digitally native storytelling.

Senior Creative / Senior Content Creator | Mar 2018 – Jan 2019

- Created brand films, digital campaigns, and social content that drove measurable results for clients at every budget tier, specializing in making increasingly ambitious work with increasingly lean resources.

Digital Storyteller | Feb 2015 – Mar 2018

- Established and developed digital vision and innovative strategy for the agency and its clients.
- Partnered with the creative and strategy teams on digital plans, resource allocation, and measurement across the entire digital ecosystem.
- Developed proof-of-concepts and visual representations of ideas to sell concepts to clients and new business.

EARLY CAREER

Creative / Senior Video Producer, Director

Icon Interactive · Boston, MA | Mar 2013 – Feb 2015

Developed digital strategies and immersive brand experiences using emerging technologies (Augmented Reality, Oculus Rift, Leap Motion) and social video campaigns for clients including Delphi, Panasonic, Def Jam Records, Katy Perry, Mini, BMW, and Chrysler.

Producer / Creative / Designer

Prod4ever · Boston, MA | Aug 2005 – Feb 2015

A lean digital production shop where I wore every hat: producer, creative, designer, motion graphics, and audio, managing ideas between creatives and clients under demanding timelines and tight budgets. Delivered websites, applications, and digital experiences for major music artists including Madonna, Paul McCartney, George Harrison, The Beastie Boys, Bob Dylan, U2, Tom Petty, Alicia Keys, Dave Matthews Band, and Phish, as well as Bonnaroo Music Festival, the NHL, MLB, Capitol Records, Roy Orbison, Pixies, Wilco, and Spoon.

Publicist

Stratosphere Communications · Boston, MA | 2001 – 2003

Ran radio and print publicity campaigns for the Boston Music Awards and recording artists including the Gravel Pit, Francine, and Interscope's Deep Blue Something.

CREATIVE WORK, BEYOND THE AGENCY

The Sheila Divine · Musician, Songwriter, Touring Artist

Active member and songwriter of The Sheila Divine, a band with a devoted international following, spanning two decades of recorded work.