

# HOLDEN CURATED CONTENT ADVISING

INTENTIONAL, EMPATHETIC, HOLISTIC, STRATEGIC

## Strategic Communications / Storytelling / Arts Management

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Holden Curated Content Advising specializes in creating strategic, integrated communications, and content campaigns tailored to your specific needs. Our approach and style is intentional, empathetic, and holistic, providing a deep understanding of the arts, nonprofit, government, and corporate sectors.

### PORTFOLIO / CASE STUDY SYNOPSIS (September 2023)

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#### 1. FUNDRAISING (2021-2023)

Major Gift Campaign Communication Strategies

Scenario: **The Cleveland Orchestra's** fundraising team needed to organize and announce major gifts in the \$1-2 million plus range, as well a historic \$50 million gift, to inspire additional giving, and communicate fiscal health. This storytelling needed a strategic plan, including a template and checklist for major gift announcements resulting from pledges confirmed for the endowment campaign.

Methodology: Collaboratively developed, aligned, coupled storytelling of why major donors were inspired to support The Cleveland Orchestra. Articulation of the impact on organizational programs and communities served. Nuanced approach to build stories of what inspired giving, so the outcome was not solely focused on the monetary amount of the gift or donor.

Impact: A consistent news schedule, over the course of months into years, resulting in regular media coverage, content for marketing and fundraising email campaigns, prioritized communications to internal and external stakeholders (staff, musicians, trustees, board committees). Top tier, national media coverage highlights included the [Associated Press](#), [Bloomberg News](#), [Philanthropy News Digest](#) and the [Chronicle of Philanthropy](#).

Skills: strategic communications planning, cross-department collaboration, institutional messaging alignment

## **2. DIGITAL CONTENT IMPACT Social Media Growth (2015-2023)**

Facebook, X (fka Twitter), YouTube, Instagram, LinkedIn, TikTok

Scenario: In the rapidly evolving social media landscape, build a strategic, responsive, long-term approach to increase followers and their engagement for **The Cleveland Orchestra's** promotion and marketing efforts that needed to be informative and influential in increasing audience attendance. The approach needed to be a holistic, organic social media plan to run in tandem with paid social media and digital advertising campaigns.

Methodology: Consistent evaluation of social media platform posting best practices. Constant adjustment of content type, optimal post timing, and curated short and long lead schedule. Strategy grounded in data from platform insights, follower engagement and reach. Led brainstorming sessions with Communications/Marketing Teams and organizational representatives from Artistic Programming, Operations, Fundraising, Education, and Community Engagement Teams.

Impact: Over eight-plus years, the social media following, as well as engagement and impact consistently improved, with the average post engagement across platforms in the range of 3% to 5%. Comprehensive following increased steadily, from over 11,000 in 2015 to over 250,000 in 2023. See links [Facebook](#), [X \(formerly Twitter\)](#), [YouTube](#), [Instagram](#), [LinkedIn](#), [TikTok](#)

Skills: social media content strategy, data analysis, editorial planning

## **3. NATIONAL, GLOBAL MEDIA (2015-2023)**

Domestic and International Public Relations

Scenario: National and global communications strategies needed to raise the profile of **The Cleveland Orchestra** and proudly represent and promote Cleveland and Ohio by cultivating media relationships which resulted in visits to Cleveland as well as guiding and implementing public relations activities for 17 orchestra tours. For touring, coordination and alignment with venue presenters and communications consultants. Regions and cities included New York, Miami, Europe (Amsterdam, Berlin, Hamburg, Lucerne, Milan, Paris, Prague, Vienna), Asia (Beijing, Shanghai, Taipei, Tokyo), United Arab Emirates.

Methodology: Bespoke, segmented, storytelling opportunities via traditional and social media with video, photos, as well as a timely blog and email campaign.

Impact: Consistent opportunities for providing rich, engaging, communications internally and externally, telling the story of how The Cleveland Orchestra represents the Cleveland community in domestic and international markets and raised the organization's profile. See link: [The New York Times "... casual excellence ... the finest in the United States ..."](#) Additional media coverage at this link [clevelandorchestra.com/press-resources/press-quotes/](https://clevelandorchestra.com/press-resources/press-quotes/). See links for [2022 Europe Tour Diary blog entries](#) and [video reel](#).

Skills: international media relations, strategic editorial planning, institutional storytelling

#### **4. DIGITAL CONTENT STRATEGY PARTNERSHIP (2021-2022)**

Google Arts & Culture (GA&C) Cleveland Edition

Scenario: Google Arts & Culture approached **The Cleveland Orchestra** communications team with an invitation to participate in the Cleveland Edition of [GA&C](#).

Methodology: Strategic evaluation of time and resources needed for content curation and inclusion among 18 peer Cleveland organizations. Goals included, raising awareness about The Cleveland Orchestra on a broad scale via Google's promotion of the project as well as increasing The Cleveland Orchestra's digital presence and footprint. Leveraged GA&C resources offered, including Google Street View interior images of Severance Music Center, so people around the world can access the space and be intrigued to visit The Cleveland Orchestra's home, Severance Music Center.

Impact: Presence at GA&C Cleveland launch event with google leadership and 18 Cleveland partner organizations. See links [GA&C Cleveland](#), [GA&C The Cleveland Orchestra](#).

Skills: brand awareness strategy, digital asset management, archival content curation

#### **5. BRAND MANAGEMENT / CRISIS COMMUNICATIONS (2018-2023)**

Brand, Reputation Management Communications Strategies

Scenario: **The Cleveland Orchestra** needed time-sensitive, ongoing crisis communications advising strategies in collaboration with President & CEO, Chief Brand Officer, Board Leadership, Executive and Senior Team Members.

Methodology: RFP development and evaluation of proposals for outside counsel, which resulted in a long-term working relationship with a crisis communications consultancy team.

Impact: Well prepared to mitigate and get ahead of news, internally and externally, as well as media requests. Thoughtful, refined, internal and external messaging created to build and maintain a reputation of being transparent and trustworthy.

Skills: reputation management, executive leadership advising, crisis communications training

## 6. CORPORATE CLIENT RELATIONS (2011-2014)

J.P. Morgan Chase Bank, The Dorothy and Lillian Gish Prize

Scenario: Promote awareness of The Dorothy and Lillian Gish sisters, the Gish Prize, and J.P. Morgan's role as steward of their enduring legacy. Established through the estate of legendary actress Lillian Gish, the Gish Prize is widely regarded as one of the most prestigious honors given to artists in the United States. Award recipients during time at **Polskin Arts & Communications Counselors** included actress, playwright and professor Anna Devere Smith; writer, director, actor, producer, author, educator Spike Lee; and artist, architect, memorial designer Maya Lin.

Methodology: Leveraged opportunity for access to high profile artists, offered confidential, embargoed news to top tier traditional media with interview opportunities (*The New York Times*, Associated Press). This approach was aligned with distribution of a press release to media contacts who covered the award recipients previously, their areas of industry, as well as business, philanthropy, trade publications, general culture editors, and freelance writers.

Impact: Featured articles with interviews in *The New York Times*, Associated Press, and news pick-up in national and international media outlets which syndicated and republished the story, successfully raising the profile of the Dorothy and Lillian Gish Prize, the Gish Sisters legacy, and J.P. Morgan Chase as a trusted, wealth manager.

Skills: high profile celebrity engagement, brand awareness building, top tier media engagement strategy