

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 (June 2024)

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3. **Senior Communications Counsel:** Capacity building with communications staff, communications team recruitment (leadership and social media), organic social media strategies, Europe Tour and international audio recording release public relations support.
4. **Digital Guide Publication:** senior editor, project, and production manager.

1. [GOD'S LOVE WE DELIVER](#) (Spring 2024)

Annual Report Communications: Writing, Editing, Project Management, Refreshed Audience Segmentation Strategy.

Scenario: GLWD's Director, Communications & Marketing expressed the need for a proposal for editorial, written communications services for assistance creating and completing GLWD's FY23 Annual Report. This special, communications project scope of work was to collaborate on written components: evaluate improvements ("freshen it up") for engaging and reaching multiple / "all" audiences who were defined by the client as "millennials to 55+". The range of work incorporated project planning, editorial vision, creation of articles, and writing according to the client's content outline.

God's Love We Deliver medically tailored meals for those in need in the NYC region. GLWD improves the health and well-being of people living with HIV/AIDS, cancer and other serious illnesses by alleviating hunger and malnutrition. They prepare and deliver nutritious, high-quality meals to people who, because of their illness, are unable to provide or prepare meals for themselves. All of their services are provided free to clients without regard to income.

Methodology: Leveraged strong project management skills to independently track progress using monday.com, ensured smooth workflow and meticulous attention to detail throughout the

creation of this 30+ page publication. Additionally, brainstormed innovative ideas to engage specific audience segments.

Impact: Pending publication in Spring, to be realized in 2024!

Skills: senior leadership writing, editing, project management, audience segmentation strategy for reaching Millennials & Gen Z to Gen X & Boomers

2. **TCC GROUP** (March 2024 to present)

Client Impact Storytelling: Identifying, researching, discovering refreshed storytelling opportunities from an integrated marketing perspective with multiple viewpoints to humanize the stories from the consulting firm, client, and community served perspectives.

Scenario: TCC Group's Senior Director, Strategic Initiatives and Director, Marketing, Communication, Business Development are pursuing a skilled, experienced, passionate, and curious strategic communications thought partner to offer insights, ideas, and critical expertise to a selection of projects. Expertise as a senior creative communications consultant is employed to evaluate strategic communication solutions, both internally and externally. A portion of the scope of work is collaborating to document and create process guidelines around these strategic editorial communications projects to offer additional value, aligning TCC Group's tracking of delivery methods on these projects. To begin the collaboration between TCC Group and Holden CCA, the consulting role requires initial Client Impact Stories with the understanding that once completed the scope of work could be expanded to represent attention communications and marketing needs to address the breadth of TCC Group's services.

TCC Group solutions for social impact, collaborating with foundations, nonprofits & companies to solve complex social problems. Scope: Client Impact Storytelling Writing and Integrated Marketing Strategies, representing multiple perspectives for each of their four core services: Evaluation and Learning, Integrated Initiatives, Corporate, and Partnering in Place.

Methodology: strategic consulting and content creation, helping the client identify strengths and opportunities around the firm's four core service areas: Evaluation and Learning, Integrated Initiatives, Corporate, and Partnering in Place.

Impact: Pending publication, to be realized in 2024!

Skills: editorial planning and evaluation, writing, editing, interviewing, integrated marketing and communications alignment, independent project management.

3. **PITTSBURGH SYMPHONY ORCHESTRA** (Spring / Summer 2024)

Senior Communications Counsel: Communications staff capacity building, communications team recruitment (leadership and social media), organic social media strategies, European Tour and international audio recording release public relations support.

Scenario: The Pittsburgh Symphony Orchestra's Vice President of Marketing & Communications was without a full-time senior communications director and were in need of senior communications leadership support, especially for recruiting full-time roles for a senior communications director and social and digital media specialist, as well as helping guide

integrated, organic social media strategies and best practices for the singular communications associate on staff. For both communications staff roles, in close collaboration with the VP of Marketing & Communications, a comprehensive review and improvements were made to both job descriptions, suggestions were provided for a thorough refresh of recruiting ideas, and applicant materials from a pool of over 150 candidates were reviewed to recommend applicants to interview. The scope also included integrated, organic social media strategy guidance and oversight, with week to week, month to month supervision for presentations in Pittsburgh as well as planning and advising on 2024 Europe Tour promotional activities and an international recording project release.

Pittsburgh Symphony Orchestra, now in its 128th season, is internationally acclaimed and engages audiences of all ages through unparalleled live musical experiences, community collaborations, and educational programming that enrich every life with great music.

Methodology: intentional interim senior communications leadership, holistic recruitment support, strategic social media guidance, short-term leadership while supporting a vision for long-term goals to be fulfilled

Impact: To be realized in 2024!

Skills: communications leadership, mentorship, coaching, editorial planning and strategies, domestic and international public relations communications alignment

4. NYC PRIDE, HERITAGE OF PRIDE, INC. (Spring 2024)

2024 NYC Pride Guide Digital Publication: senior editor, project, and production manager.

Scenario: Executive Director, Heritage of Pride, INC. (which operates NYC Pride) required a senior editor, project, production management leader for an exclusively digital version of a 102 page 2024 Pride Guide publication. Scope of work included: collaboration with a core team of 6 staff and contractors, coordination with creative director, graphic and production designer, project coordination setting and keeping on task with deliverable deadlines, ghost writing, editing, proofing, suggestion, creation of editorial vision and focus.

NYC Pride works toward a future without discrimination where all people have equal rights under the law. They do this by producing LGBTQIA+ Pride events that inspire, educate, commemorate, and celebrate our diverse community.

Methodology: senior project management, editorial leadership ensuring a smooth workflow to create a high-quality digital publication.

Impact: “With 84,000+ online readers (in 2023), the NYC Pride Guide is the largest Pride-focused magazine in the US.” 2024 readership to come. Published in late May, activated throughout June 2024. To view the publication visit: nycpride.org/news-media/pride-guide or https://issuu.com/nycpride/docs/nycp_2024_pride_guide_release_24_may_2024.

Skills: editorial ideation, vision, alignment, planning; writing; editing; senior project management