



MICHELLE HOLDER

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Dear Hiring Team,

Conceptual design and innovative branding are foundational to my work as an Art Director. I specialize in developing original, strategic visual solutions that elevate brand presence while remaining authentic, purposeful, and audience centered. My approach integrates strong creative direction with disciplined execution, ensuring design communicates clearly and effectively across platforms.

I served as Art Director and Design Lead for the NBA Academy's 2021-2022 Workbook Planner, one of several projects in my portfolio that reflect my ability to translate layered objectives into a cohesive visual system. The project balanced bold branding with thoughtful functionality, supporting young athletes as they navigated academic achievement, athletic performance, and mental health well-being.

Throughout my career, I have led creative initiatives across advertising agencies, sports entertainment, and digital communications, most recently serving as the sole creative lead for an internal division within a large, complex organization. In this role, I directed visual communications across internal and public-facing channels, established design standards, ensured brand alignment and accessibility, and translated complex subject matter into clear, effective visual narratives while operating with a high degree of autonomy and trust.

As an Art Director, my expertise includes brand development, illustration, graphic design, web and digital advertising, photography, and close partnership with leadership and cross-functional teams to guide projects from concept through execution. I am recognized for originality, unconventional problem-solving, and a steady, solutions-oriented approach to complex creative challenges. I thrive in environments that value clarity, accountability, and purpose-driven design.

To view my portfolio samples, please visit my website www.pensinkpaper.com.

Thank you for your time and consideration.

Sincerely
Michelle Holder



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Key Skills and Leadership Areas:

CREATIVE + LEADERSHIP EXPERTISE

- Creative direction and visual strategy
- Brand development and brand governance
- Art direction and design leadership
- Creative concept development
- Visual systems and design standards
- Executive and stakeholder collaboration
- Creative workflow and process optimization
- Creative leadership within high visibility, compliance-driven environments

DESIGN + PRODUCTION

- Print, digital and multimedia design
- Video production and motion graphics
- Editorial and publication design
- Data visualization and infographics
- Presentations and executive briefing materials
- Event and environmental graphics
- Photography and visual storytelling

EMERGING AND APPLIED TECHNOLOGIES

- Generative AI literacy and workflow integration
- AI-Assisted creative ideation and workflow acceleration (Google AI Essentials – Certified)
- Adobe Creative Cloud (InDesign, Illustrator, Photoshop, Acrobat, After Effects, Premiere Pro)

Certifications and Professional Development

CERTIFICATIONS

- Google AI Essentials – Certificate of Completion (Dec. 2025) (Generative AI literacy, ethical use, workflow integration)



Objective.

Art Director and Creative Lead specializing in visual strategy, brand development, and enterprise-level design execution across print, digital, and multimedia platforms. Known for translating complex objectives into clear, cohesive visual systems that support leadership decision-making, strengthen brand clarity, and scale across organizations. Trusted creative partner with a proven ability to lead initiatives from concept through execution with discretion, consistency, and strategic intent.

For samples please visit www.pensinkpaper.com.



Work Experience.

VISUAL INFORMATION SPECIALIST (ART DIRECTOR/CREATIVE LEAD)

United States Secret Service, Department of Homeland Security
Washington, D.C. | 2022 - Present
Top Secret/SCI Clearance

- Serve as the sole creative lead for a division, directing brand strategy, visual identity, and design execution across internal and public-facing communications.
- Establish and steward brand standards, design systems, and creative workflows to ensure consistency, accessibility compliance, and alignment with organizational objectives.
- Lead the development of brand guidelines, templates, and multi-format collateral—including reports, presentations, digital publications, and event materials—translating complex subject matter into clear, audience-centered visual narratives.
- Provide art direction and creative oversight for high-visibility briefings and publications supporting executive leadership and senior stakeholders.
- Act as a trusted creative advisor to leadership and cross-functional partners, reviewing and approving internal and vendor-produced work to maintain brand integrity and production quality.
- Manage priorities across multiple concurrent initiatives, improving visual cohesion, production efficiency, and overall brand presence.
- Serve as in-house video and audiovisual producer for virtual training and presentations, ensuring professional, consistent delivery across enterprise platforms.



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Certifications and Professional Development (continued)

PROFESSIONAL DEVELOPMENT

- Toastmasters (Public Speaking) – Reingold, Inc.
- Public Speaking, Leadership & Communication Coursework – Homiletics 1 & 2; Calvary Bible Institute

Education

CORCORAN SCHOOL OF THE ARTS & DESIGN AT THE GEORGE WASHINGTON UNIVERSITY

(Formerly Corcoran College of Art & Design)
Bachelor of Fine Arts in Digital Media
Design in Washington, D.C.

Volunteer Leadership

MEDIA AND MARKETING: BRANDING DESIGN LEAD

House of Healing DMV
in Capitol Heights, MD
2023 - 2025

- Established a cohesive brand identity and creative assets across print, apparel, video, events and digital platforms strengthening visual consistency and audience recognition through intentional visual storytelling.
- Served as a live stream video producer for worship services and events, overseeing on-site video capture and live streaming for online audiences across YouTube and social media platforms.
- Collaborated with ministry leadership to plan branding and content strategy, developing branded templates and managing content scheduling to support clear, effective messaging across channels.



Work Experience. (continued)

ART DIRECTOR

Reingold, Inc. | Alexandria, VA | 2018 - 2022

- Served as Art Director and lead creative for high-profile clients, including the NBA, providing strategic brand leadership across large-scale, multi-channel initiatives.
- Directed the concept development, launch, and governance of new and evolving brands, ensuring consistency across print, digital, experiential, and event-based applications.
- Led and mentored senior and mid-level designers, overseeing assignments, setting creative standards, and providing approvals to support quality execution, efficiency, and professional growth.
- Developed and maintain brand guidelines, templates, and toolkits, strengthening consistency and reducing friction across internal teams and external deliverables.
- Partnered closely with project managers, consultants, and clients to align creative direction with objectives, timelines, and stakeholder expectations.
- Oversaw design strategy and execution for high-visibility initiatives including NBA Mind Health, NBA Academy publications, NBA Wellness Playbook, and NBA All-Star Weekend collateral, supporting cohesive, league-wide brand experiences.
- Improved creative workflows and production processes through clearer prioritization and review structures, resulting in more efficient delivery and stronger brand cohesion

GRAPHIC DESIGNER + PHOTOGRAPHER

Monumental Sports & Entertainment: NBA Washington Wizards
and WNBA Washington Mystics | Washington, DC | 2012 - 2018

- Led visual design and brand execution for professional sports teams and seasonal campaigns, supporting internal and external communications across print, digital, and in-venue platforms.
- Served as lead designer and senior creative advisor, planning projects, setting priorities, and guiding visual strategy to strengthen team branding and fan engagement.
- Managed and mentored design interns, overseeing day-to-day assignments, training and approvals to ensure quality, efficiency, and professional development.
- Directed design production for campaigns and publications supporting NBA, WNBA, and AFL seasons, contributing to increased fan engagement and measurable growth in ticket sales and audience reach.



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Volunteer Leadership (continued)

BRAND MANAGEMENT AND MARKETING STRATEGY

Youth And Young Adult Department,
Greater Mount Calvary Holy Church in
Washington, D.C.

Oct. 2009 - Mar. 2014

- Led brand strategy, messaging, and campaign execution for ministry initiatives, advising leadership on visual identity, communications strategy and audience engagement.
- Served as a senior creative advisor, developing cohesive brand systems and outreach materials to support ministry growth and community engagement.

CHURCH PHOTOGRAPHER

Greater Mount Calvary Holy Church
in Washington, D.C.

Aug. 2016 - Jun. 2018

- Provided event and documentary photography for worship services, conferences, and community events, capturing high-profile speakers, music artists, and candid moments of the church worship experience.



Work Experience. (continued)

Early Career Experience

GRAPHIC DESIGNER / MOTION GRAPHICS DESIGNER

Washington, D.C. & Silver Spring, MD | 2006 - 2012

ORGANIZATIONS

- Center for Strategic & International Studies (CSIS)
- Spectrum
- Reingold, Inc.
- Digigraph Media
- Designed and produced visual communications across print, digital, motion, and presentation formats, supporting research publications, reports, branding collateral, web graphics, and multimedia content.
- Translated complex subject matter and research findings into clear, audience-focused visual narratives using typography, layout, infographics, and data visualization.
- Partnered with clients, consultants, and internal teams to deliver cohesive design solutions aligned with organizational messaging, brand standards, and communication objectives.
- Built a strong foundation in visual storytelling, design systems, and production workflows across diverse industries including policy research, communications, marketing, and media.