

HOLDEN CURATED CONTENT ADVISING

INTENTIONAL, EMPATHETIC, HOLISTIC, STRATEGIC

Strategic Communications / Storytelling / Arts Management

justinholden@gmail.com

holdencca.com

[LinkedIn](#)

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.

COLLABORATORS' WORDS OF AFFIRMATION (August 2024)

[THE WELL \(A MINDFUL MUSIC MOMENT\)](#) (2023-2024)

Awareness Building: Regional Media / Digital Content, Thought Leadership, National Media

"We are a small non-profit with high impact working at the intersection of arts and wellness. We met Justin when he was working with our partner, The Cleveland Orchestra, and when we learned he was consulting, we jumped on the opportunity to engage him in our Communications and Storytelling efforts. His first task was to meet with our staff and board to help us get on the same page about what is effective, strategic communications and to get to know how our unique story could be leveraged across media, over time, toward more connection and appreciation for our work. Justin is a pro. He met us where we were, staff member by staff member, goal by goal, and warmly, clearly, and strategically encouraged us. We would all highly recommend Justin for your communications needs, either in the short or long term."

– **Stacy Sims, Executive Director and Founder, The Well**

[Atmashakti Trust](#) (2023 to present)

Organizational Growth: Messaging, Communications Strategies, Capacity Building

"With great pleasure, I write this testimonial for Justin, whose expertise has profoundly benefited our organization as we celebrate our 15th anniversary! Justin's dedication and attention to detail have been remarkable from the outset. His ability to align our communication with our core values while maintaining a global perspective has helped integrate our key messages with the audiences we aim to engage. His emphasis on keeping our grassroots work at the center of our messaging has helped us focus on building a unique and impactful identity.

"With Justin's input, our team at Atmashakti Trust has improved our website to make it succinct, refined our social media strategy, and streamlined our social media advocacy communication, which is the core of our work and has significantly enhanced our stakeholder engagement. His deep social sector knowledge and wealth of experience, which we have come to rely on, have added immense value to our work.

"Working with Justin has been an enriching experience, and we are deeply thankful for his contributions. I highly recommend his services to anyone seeking to strengthen organizational communication and identity." – **Ruchi Kashyap, Executive Trustee & CEO, Atmashakti Trust**

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

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

“I’ve had a fantastic working experience with Justin, who came to God’s Love We Deliver at the right time when we needed support writing and editing our Annual Report. Our deadline was intense, and Justin rose to the timing and content challenges with ease. I loved Justin’s anticipatory and ongoing communication. For this project, and for others that we have discussed, Justin always thinks outside the box to give our work a creative spin, but also understands how important it is to work within the parameters of our non-profit world. I appreciated his drawing on his wealth of experience to share what works/what doesn’t work, to make old ideas new, and to bring fresh new ideas to the table. In Justin you’ll find a team player, an extraordinary writer, and an efficient and thoughtful communicator. Thank you, Justin!”

– **Emmett Findley, Director of Marketing & Communications, God’s Love We Deliver**

[**NYC PRIDE, HERITAGE OF PRIDE, INC.**](#) (Spring 2024)

2024 NYC Pride Guide Digital Publication: Senior Editor, Project, and Production Manager.

“When NYC Pride contracted Justin to oversee the production of our signature publication, The NYC Pride Guide, I had no idea how much we would benefit from the collaboration! Justin brought his considerable expertise and strength in project management and the arts to our publication and we were so much better for it. From concept to execution (and on a very tight deadline) Justin served as a great sounding board and partner; he worked seamlessly across teams and external partners to secure what was needed to produce one of our finest publications in recent memory! Justin offered us a clear eyed perspective on our goals and helped mold them into achievable objectives. The best part? People loved it AND it enhanced all of our Pride efforts! We look forward to working with Justin again!”

– **Sandra Pérez, Executive Director, NYC Pride**