PHILIP HOLM

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## DIGITAL CREATIVE LEAD

Professional designer and Senior Creative Lead at the Associated Press. I love creating editorial products and engaging content designs that are among the best in the industry. A proven leader capable of executing complex large-scale projects, I thrive in collaborative, cross functional team environments. I design and maintain the style standards for digital and visual news content at AP. Nineteen years of consecutive experience in roles of progressive responsibility.

### AREAS OF EXPERTISE

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| * Digital Storytelling
* Content Design
* Art Direction
 | * Editorial Judgement
* Design Standardization
* Graphics Production
 | * Quality Assurance
* Cross-functional Collaboration
* Project Management
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### PROFESSIONAL EXPERIENCE

THE ASSOCIATED PRESS, NY 2002 – Present

Senior Creative Lead, Digital News (2016 – Present)

* Manage and create powerful visual content for AP News and AP Newsroom which drives story narratives, increases reader engagement, readership and revenue.
* Creator and editor of the AP Visual Style Guide.
* Member of the AP 1848 Election Team. Responsible for reimagining the election product and its delivery within the company and external clients.
* Implemented partnerships which have streamlined the creative process for graphics production.
* Identify creative opportunities and innovative digital storytelling techniques.
* Execute the production of creative content for spot, investigative and enterprise news.

Assignment Editor & Visual Producer, Interactive (2007 – 2016)

* Managed resources and assignments for the Interactive team in order to
* Produced daily graphics and interactive news content for clients and mobile platforms.
* Grew the AP Graphics Twitter account and promoted visual content across the platform.
* Served as a mapping solution lead and resolved crisis event mapping initiatives.
* Managed client and reader deliverables of interactive and print products.
* Performed user interaction analysis, user engagement testing and quality assurance checks.

Graphics Assistant (2002 – 2007)

* Managed content distribution across client-facing websites.
* Interfaced with clients and ensured that product issues were promptly resolved.

### EDUCATION

**Bachelor of Arts**, Media Studies, State University of New York at Buffalo, Buffalo, NY

### AWARDS & RECOGNITION

2016 Sigma Delta Chi award winner: Specialized News Site – Divided America

2012 Pulitzer Prize team finalist: National Reporting, Aging Nuclear project

Scripps Howard Foundation award winner for breaking news coverage: Fort Hood shootings

### TECHNICAL PROFICIENCY

Adobe Creative Suite, Adobe XD, ArcGIS, Datawrapper, Office 365 suite, Google suite, HTML, CSS, Social Flow, Slack