

# Chelle Folts Winslow, CPP

✉ design@chellerie.com

📞 +1 703 855 4171

📁 design: chellerie.com | photography: chellefoltswinslow.com

## PROFILE

As a seasoned designer and creative director, I ignite and elevate brands to captivate an audience. Through user-centric design and emotionally-charged visuals, I empower organizations to rise above the din, forge lasting recognition with their targets, and unlock growth. My collaborative spirit and unwavering commitment to deadlines fuel my mission: elevating brands with visual storytelling and delivering tangible results for every client.

## EXPERTISE

Creativity  
Communication  
Leadership  
Mentoring  
Time Management  
Adobe Creative Suite 2024  
– InDesign  
– Illustrator  
– Photoshop  
– Lightroom  
– Rush / Premier Pro  
– Adobe Express  
MS Office Suite 2023  
– Word  
– PowerPoint  
– Excel  
MailChimp  
WordPress

## CERTIFICATIONS

Professional Photographers of America (PPA) Certified  
Professional Photographer (CPP)

## AWARDS

PPA Image Awards in Portraiture and Creative Categories 2022  
  
The Portrait Masters Bronze Image Award for Portraiture 2023

Fox River Paper Company  
BRAVO Award for FBR  
Letterhead System Design 2002



## EXPERIENCE

**2008**  
**PRESENT** CHELLERIE LLC  
Creative Director / Principal / Visual Storyteller

As Creative Director and Photographer at Chellerie LLC, I amplify client brands across diverse industries, including government, non-profits, finance, and small businesses. My design work has elevated educational materials in schools (grades K-12) and their communities. I have photographed high-profile gala events that supported new and repeat event sponsorships for following years. My passion lies in collaborating with clients to translate their vision into impactful visual experiences that resonate with their target audience – exceeding expectations and delivering projects on time and within budget.

**2009**  
**2019** STEBEN & COMPANY, INC.  
Creative Director / Brand Cultivator

Spearheaded a comprehensive corporate rebrand, driving a boost to brand recognition. Streamlined website design and content, resulting in an increase in user engagement. Developed and implemented an in-house video production studio, producing multiple educational videos. Managed vendor relationships, securing discounts printing and other services. Delivered sophisticated, consistently-branded communications within strict industry regulations. Researched/studied technology to provide solutions for web content, video production, e-mail marketing and webinar presentations. Supported partner on-boarding through e-mail and direct mail campaigns.

**2000**  
**2008** FBR CAPITAL MARKETS  
Manager, Creative Services

Established an in-house Creative Services team – training and mentoring designers and managing corporate brand for web and print material. Provided design, copy-editing, proofreading, and media buys. Photography liaison for executive portraits and advertisements. Liaison with event crew for client events held during FBR's years as PGA open sponsor in Scottsdale, AZ. Procured/managed relationships with external service providers.

**1998**  
**2000** CR STUDIO  
Graphic Designer / Principal

Elevated client brands with exceptional design of logos, event packaging, brochures, magazines, invitations, and advertisements

**1992**  
**1998** SOFTWARE AG / SAGA SOFTWARE  
Senior Graphic Designer / Brand Manager

Managed corporate visual brand/standards for web and print materials. Provided print design for educational and corporate marketing materials. Designed and developed conference-based intranet as well as a company-wide intranet. Collaborated on the design of product packaging. Managed and mentored design/publishing team.

**1983-1987**  
**1989-1992** OMINICOM, INC.  
Senior Graphic Designer

Provided graphic design services for training and marketing material using manual typesetting and technical illustration methods.



## EDUCATION

**2018**  
**PRESENT** NEW YORK INSTITUTE OF PHOTOGRAPHY  
Business for Photographers / Comprehensive Professional Photography

**1983**  
**1986** LONGWOOD UNIVERSITY  
Major: Foreign Language French & German / Minor: Graphic Design