

Chelle Folts Winslow

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PROFESSIONAL PROFILE

Award-winning Art Director and Visual Storyteller with over 20 years of experience leading multi-channel creative direction, brand evolution, and experiential design across diverse industries. Adept at translating marketing objectives into high-performing visual narratives and building scalable template systems that optimize workflow efficiency. A collaborative leader with a proven track record of managing and mentoring design talent, managing vendor relations, and delivering cohesive brand experiences across digital, print, and experiential environments.

CORE EXPERTISE & TECHNICAL TOOLKIT

- Creative Leadership: Creative Direction, Team Mentorship, Workflow Management, Cross-Functional Collaboration
- Brand & Campaign Strategy: Brand Identity Systems, Scalable Templates, Multi-Channel Campaigns, Project Timelines
- Experiential & Print Design: OOH (Out-of-Home), In-Venue Collateral, Signage, Event Packaging, Print Production
- Software: Adobe Creative Suite (InDesign, Illustrator, Photoshop, Lightroom, After Effects), Microsoft Office (PowerPoint, Word, Excel), Google Workspace (Slides, Docs, Sheets), Figma, Canva, Vyond, WordPress, MailChimp

PROFESSIONAL EXPERIENCE

CHELLERIE | Creative Director / Principal / Visual Storyteller | Richmond, VA | 2000–Present

- Creative Direction & Brand Development: Amplify diverse client brands (including Finance, Technology, and non-profit sectors) by translating business objectives into high-impact visual storytelling and scalable multi-channel assets across digital, print, and environmental collateral.
- Experiential & Campaign Design: Spearhead high-impact campaign-level creative, environmental assets, and immersive event activations for high-profile gala and corporate events, directly driving brand recognition and ongoing corporate sponsorships.
- System & Template Creation: Design and deploy structured, reusable visual assets and print layouts for educational institutions (K-12) to ensure brand consistency across broader teams and communities.
- Project & Time Management: Manage end-to-end creative workflows, ensuring complex, multi-asset design projects are delivered on time, within technical specifications, and strictly inside budget requirements.

STEBEN & COMPANY | Creative Director / Brand Cultivator | Gaithersburg, MD | 2009–2019

- Brand Evolution: Led a comprehensive corporate rebrand that transformed the visual identity and dramatically boosted market brand recognition.
- Multi-Channel Execution: Developed unified campaign creative spanning digital web content, email marketing, direct mail, and interactive webinar presentations within strict regulatory standards.
- Scalable Asset Development: Streamlined website user interface and content structure, creating scalable guidelines that resulted in a 25% increase in user engagement.
- Production & Vendor Oversight: Established an in-house video production studio, proposing and implementing new workflows that eliminated operational redundancies and reduced external production costs. Managed key print and manufacturing vendor relationships, negotiating project specifications and securing corporate discounts.

FBR CAPITAL MARKETS | Manager, Creative Services | Arlington, VA | 2000–2008

- Team Leadership & Mentoring: Established, trained, and mentored a Creative Services team of two in-house designers as well as external designers, successfully managing incoming creative requests and assigning workflows.
- Experiential Design & Event Activation: Served as the core visual and photography liaison for elite client events during high-profile PGA Open sponsorships; collaborated directly with on-site event crews to execute cohesive environmental branding, wayfinding, and large-scale experiential signage.
- Brand Governance: Maintained strict visual standards for corporate print and web materials, providing copy-editing, proofreading, and technical oversight for external media buys.

PRIOR RELEVANT EXPERIENCE

Senior Designer and Brand Manager, Software AG Americas | Reston, VA

Graphic Design Supervisor, DSDJ | Hampton, VA

Senior Graphic Designer, Omnicom Data Communications | Vienna, VA

CERTIFICATIONS & AWARDS

- Certified Professional Photographer (CPP), Professional Photographers of America (PPA)
- Photography: Bronze Award for Portraiture, Portrait Masters, PPA Image Excellence Awards, Photographic Open
- Print: Fox River Paper Company Award, Best Letterhead System Design

EDUCATION

Longwood University | Minor in Graphic Design (Major: Foreign Languages)

New York Institute of Photography | Comprehensive Professional Photography & Business