

Holly Reed  
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Bio:

“What good is having a belly if there's no fire in it. Wake up, drink your passion, light a match, and get to work.” (Simon Sinek) With an extremely active muse, a surplus of passion, and a resolute drive to achieve, Holly proudly embraces the title of creative multi-hyphenate. Having established an award-winning advertising and design firm, as well as enjoyed a lifelong performance and directing career on both the musical and theatrical stage, Holly is blessed to be able to embrace multiple aspects of her creativity, leadership, and communication skills.

Holly has a BFA from the University of Texas at Arlington in graphic design (with a minor in vocal music) and worked in several top agencies prior to establishing Reed Creative Group in 2005. She currently is owner and creative director and serves a variety of industries and clientele both regionally and nationally.

Holly began performing (voice, piano, dance, and theater) from a very young age and continued throughout childhood, high school, secondary education, and currently enjoys various opportunities for each as time allows. Various theatre roles include *Oliver* (Nancy), *Willy Wonka* (Ms. Teevee), *The Little Princess* (Miss Minchin), and the International Ballet Theatre's premiere of *The Weaving* (Corrie ten Boom). Holly has been featured in video, film and commercials and enjoys mentoring others in acting and vocal coaching. Serving as the wife of a worship pastor, Holly has also produced and directed multiple children's and adult musicals in various churches for over 20 years.

Holly was honored to locally produce her first full length musical *Kringle: Born to Believe* in 2014 which she wrote (book and lyrics) along with her husband Kelvin (music). The couple have a few more musicals in development and look forward to creating future productions together.

Combining her design and theatre careers, Holly is privileged to be working with Carol de Giere, author of *Defying Gravity: the Creative Career of Stephen Schwartz* and *Godspell: Inside a Transformative Musical*, on both marketing these two insightful books as well as developing and co-writing a new project on the creation of the American musical, idea to stage. Stay tuned for that!

Holly is a member of ASCAP and the Dramatists Guild.

