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WePresent Launches Initiative to Help Creatives Reach Their Creative Potential

Holley Murchison's 6-step method 'Tell Me About Yourself' brought to digital life for the first time.



Today, WeTransfer launched a new digital experience on its editorial platform WePresent, specially designed to help creatives realize their creative potential. In partnership with Holley M. Murchison, author of the book *Tell Me About Yourself* and host of the podcast with the same name, [WePresent has turned her 6-step Tell Me About Yourself program into a digital experience](#) featuring micro-podcasts and specially-commissioned animations by Yukai Du.

The Tell Me About Yourself (TMAY) method was created for dynamic human beings constantly redefining themselves. The 6-step method helps individuals accurately and artfully define themselves, while merging and amplifying the arcs of their personal and professional journeys. Shared through a book, community challenge, podcast and interactive multi-disciplinary learning experiences, the TMAY method has already been implemented by thousands of creatives to craft and deliver comprehensive, compelling introductions and personal stories for themselves, their teams, and their companies.

Holley Murchison noted:

"I created TMAY for creative minds who struggle to compellingly share their ideas as well as the layers to their overlapping passions and work. In my vision for expanding TMAY's reach across the globe, WePresent has been a dream partner. I'm honored to collaborate with a platform that genuinely cares about and celebrates creatives while thoughtfully investing resources into their craft."

Holley Murchison is the founder & CEO of Oratory Glory, a communication agency and speaker collective catalyzing diversity by amplifying marginalized voices. This year, Holley and Oratory Glory are producing a series of digital and in-person TMAY experiences and pop-ups - spanning across Spring and Summer 2019 - supporting emerging creative leaders in sharing compelling stories that move their audiences and communities to action.

WeTransfer will support these events and programs through 2019 by donating 25 million WeTransfer wallpapers.

Rob Alderson, editor-in-chief of WePresent and VP of Content, commented:

Holley Murchison just gets it – she understands what it means to put yourself out there and to think creatively. She's optimistic about what creative thinkers can do but she's realistic about the challenges they face. That's why Tell Me About Yourself is such an important program because it helps people define what matters to them and share it with other people. We are so excited to open this program up to our community and take the fear out of these four little words.

The digital Tell Me About Yourself experience can be found [here](#).

[About Holley M. Murchison](#)

Holley M. Murchison is an author, education producer, and learning strategist whose purpose lies at the intersections of education, communication, and culture with a focus on amplifying marginalized voices to catalyze change. As the founder of Oratory Glory and HOLI. Brands, Holley's work oscillates between education strategy, instruction and facilitation, speaker coaching, and leadership development. Holley's talent lies in activating executives, students, artists, and creative entrepreneurs to source their passions and desires while using their voices to shape the world.

ABOUT WETRANSFER

WeTransfer makes beautifully obvious tools that bring ideas to life. Founded in 2009 in Amsterdam as a simple, well-designed file sharing service for the creative community, WeTransfer has grown to include tools that scale across the creative spectrum, including editorial platform WePresent (with over 2M monthly readers), mobile app 'Collect by WeTransfer' (with over 4M monthly users), quick slide-making tool Paste™ (with over 100,000 teams), immersive sketching tool Paper® (with over 25M downloads), and the original web platform with 42M monthly users and over a billion files sent each month.

From the beginning, WeTransfer has prioritized bringing “offline” values - trust, transparency, and ethics - online. This means the leanest data policy possible and tools that don't distract people from their creative flow. WeTransfer has pioneered a new means of online advertising, resulting in the platform's full-page wallpapers, designed by our award-winning in-house creative studio. Advertisers include industry-leading brands like Apple, Saint Laurent, Google, Balenciaga, Samsung, Netflix, Adidas, and Squarespace.

Since its founding, WeTransfer has proudly supported the creative communities and given up to 30% of advertising space to support the arts, donating over 5 billion impressions in 2017. Through our ongoing advertising grant program and content platform, WePresent, we have partnered with hundreds of groundbreaking artists and organizations, including Björk, King Krule, FKA twigs, Ryan McGinley, Ami Vitale, the Nelson Mandela Foundation, the UN Development Program, the World Wildlife Foundation and the Prince Estate. In 2016, WeTransfer launched the world's first free Masters of the Arts in design thinking with the University of the Underground and Worldwide FM, the global radio station run by legendary BBC DJ Gilles Peterson.

Following a \$25 million investment from Highland Europe in 2015, WeTransfer opened a US office in Venice Beach, Los Angeles, to add to the Amsterdam headquarters. In 2018, WeTransfer acquired popular creative apps Paper® and Paste™ and expanded its US presence to Seattle and New York City.

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