

# ERIC LOY

he/him/his

ericjohnloy@gmail.com

732 710 2869

www.ericjohnloy.com ◀

## MISSION STATEMENT:

To use my knowledge and skill set to help others tell stories that are compelling, authentic, and forge meaningful relationships.

## EDUCATION:

Loyola University Maryland '13

- B.A. in Advertising & Digital Media, Cum Laude
- Minor - Writing, Pi Epsilon Pi Honor Society
- Senior Officer, Loyola Club Baseball

## COMMUNITY WORK:

Ulman Foundation ◀

- Freelance Video & Photography

Daniel's Music Foundation ◀

- Freelance Video & Photography
- Young Professional & Artist Council - Member

# EXPERIENCE

## COMMUNICATIONS COORDINATOR

The Dalton School, New York, NY

September 2018 - Present

- Manage branded digital channels to effectively communicate with K-12 community segments, including school website, email platform, social media accounts, and weekly newsletters
- Produce video, photography, animation, articles, web pages, microsites, and visual graphics to support strategic institutional priorities and curricular programs
- Introduced an enhanced social media strategy with 224% Instagram audience increase in the first 12 months

## CONTENT MARKETING MANAGER

R2integrated, Baltimore, MD

October 2013 - September 2018

- Developed and executed agency's content strategy, with a focus on brand awareness and lead generation
- Produced and oversaw external vendors to create content assets such as case studies, videos, blogs, infographics, whitepapers, industry articles, landing pages, web copy, social media, and sales collateral

## VIDEO FREELANCER

Loyola University Maryland, Baltimore, MD

September 2010 - May 2012

- Filmed and produced Admission Office video series to help attract prospective students

## SKILLS:

Content Strategy



Creative Concepts



Project Management



Copy Writing



Copy Editing



Studio/Sports Photography



Video Production



Adobe Premiere



Adobe Photoshop



Adobe Illustrator



Trivia Night



Web Content Management

