

ERIC LOY

he/him/his

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MISSION STATEMENT:

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

