

# Eric Loy

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## Experience:

- *Content Marketing Specialist, R2integrated [June 2013 - Current]*
  - Create, publish and optimize content to maximize company exposure through various digital channels
  - Manage corporate website to improve organic search rankings and maintain overall website health
  - Produce graphics, video, and other digital assets to help tell the r2i story
  - Support in client-side creative strategies, briefs and executions including development and editing of video storyboards
- *Freelancer, Loyola University Marketing Department [2010 - 2012]*
  - Filmed and produced video series to help attract prospective college students for admissions purposes
- *Digital Intern, Weber Shandwick [Summer, 2012]*
  - Assisted in public relations syndication, social media management, and consumer and competitive research for digital strategies

## Skills:

Through course work and hands-on experience, I have gained proficient skills in—

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|-------------------------|-------------------------------|----------------------|
| • Copy Writing          | • Studio & Sports Photography | • Content Marketing  |
| • Composition & Editing | • Video Production            | • Digital Strategy   |
| • Adobe Illustrator     | • Adobe Premiere              | • Project Management |
| • Adobe InDesign        | • Final Cut Pro               | • Public Relations   |
| • Microsoft Office      | • Avid Media Composer         | • Project Management |

## Education:

### Loyola University Maryland, Baltimore, Maryland

- Major: Digital Media & Advertising, Cum Laude
  - Lambda Pi Eta National Communications Honor Society
- Minor: Writing
  - Pi Epsilon Pi Writing Honor Society
- GPA: 3.59, Deans List
- Completed 15 credits in Study Abroad Immersion Program to Newcastle Upon Tyne, United Kingdom, Autumn 2012
  - GPA: 4.0
  - US Friends Scholarship Recipient
- Served as Creative Director in student-managed advertising campaign for Under Armour
- Videographer, Athletic Marketing Department
- Senior Officer, Loyola Club Baseball