

**erin loechner**

1904 slauson lane  
redondo beach, ca 90278

erin@ bellepublications.com  
765.760.2317

**skills summary.**

Over eight solid years of marketing and brand experience with an emphasis in consumer advertising. Background in copywriting, art direction, internal/external communications, proofreading and editing. Knowledgeable in brand identity, naming platforms, and strategic planning. Committed to delivering the client's vision from conception to execution.

**qualifications.**

**brand identity.**

Created and maintained the implementation of over 40 brand positions throughout career. Led identity concepts throughout every aspect of the design integration process: name, logo, letterhead, website, promotional materials, signage. Have worked with clients in a variety of industries and at many different levels of brand implementation. Clientele includes Netflix, Sephora, General Growth Properties, Tarte, Starwood Hotels, Crabtree & Evelyn, Benefit Cosmetics, Relevant Magazine, Clear Channel Entertainment.

**design.**

Design concept work has appeared in Communication Arts, I.D., and HOW Magazine. In early 2007, conceptualized the initial design of Starwood's new brand campaign: 1 Hotel. Portfolio includes graphic design and art direction for over seven hotel properties, including Hotel Viceroy in Santa Monica.

**market research.**

Led qualitative research study for struggling property in Laurel, Maryland with a team consisting of fourteen executives from leading research and development firms such as General Growth Properties, BOO! market research, and Somera Capital Management. Research findings led to the re-positioning of the dilapidated mall, ultimately creating a new brand campaign for renovation and a 70% increase in leasing over the first year of the mall's re-opening.

**advertising.**

Directed, wrote copy and identified key concepts for over thirty promotional packages both online and in print. Led the implementation of each promotional campaign and ensured the brand concept was consistent within every advertisement.

**professional experience.**

Davis Agency.	Brand Planner, Writer/Editor.	Manhattan Beach, CA	(2006-07)
Clear Channel Entertainment.	Internal Operations.	Beverly Hills, CA	(2005-06)
Belle Publications	Owner, Principal.	Los Angeles, CA	(2001-05)
American Red Cross	Assistant VP, Marketing	Muncie, IN	(2000-01)
Miller Business College	Strategic Planner.	Muncie, IN	(2000-01)
Gabbard Photography	Brand Ambassador	Indianapolis, IN	(1998-00)

**education.**

Ball State University.	Magna Cum Laude graduate.	Muncie, IN	(2001-05)
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**non-profits & organizations.**

American Red Cross, volunteer.  
International Council of Shopping Centers, member.  
Urban Land Institute, member.  
American Society of Journalists & Authors (ASJA), member.

references available **upon request.**