



Haley Erickson

CREATIVE STRATEGIST

Haley is a trilingual Creative Strategist based in Paris. With an academic background in economics, philosophy, creative writing, and art direction, she combines analytical insight with cultural aesthetics to create work that is both strategically sound and creatively impactful.

Experience

Agence Vrai, Paris - Founder and Chief Creative Strategist / June 2024 - Present

Lead cross-disciplinary projects from brand architecture to public facing activations for premium and luxury brands, building cohesive campaign ecosystems that perform across channels.

Provides Creative Strategy, Brand Development, Art Direction, UI/UX, Copywriting, Ghostwriting, Community Management

Selected Client Engagements

ICP Studio × Paris Saint-Germain - Immersive Events

Role: Freelance Creative Strategist responsible for:

Developed experiential concepts for PSG's premier sponsor dinners, positioning the club as a global cultural tastemaker beyond sport

Crafted thematic frameworks, narratives, and sponsor integrations aligned with PSG's brand pillars (*chic, avant-garde, cosmopolitan*)

Designed naming systems, taglines, and mood boards for event franchise potential across 20+ activations

STUDIOCTRL - Production Studio specializing in the Luxury Brands

Role: Head Strategist, Art Director responsible for:

Brand & Campaign Strategy:

Developed brand narrative framework "CONTROL: A Journey Inward and Outward" for the studios first editorial portfolio, expressed through seven conceptual chapters

Set cultural positioning, creative vision, and activation strategy to center Black narratives in fashion and visual culture

Advised final internal decision in logo design rooted in symbolic storytelling, creating a modern totem identity representing community, strength, heritage, and authorship

Activations & Creative Execution:

Concepted launch event experience – location strategy, merchandise concepting, and guerilla marketing – to extend brand story into physical and cultural space

Directed thematic lens, shot styling, and final image curation for editorial and e-commerce campaigns

Designed cohesive Instagram feed aesthetic to function as a digital campaign hub and reinforce narrative integrity

Perspective Builds Structure - Architectural & Furniture Design Studio

Role: Brand & Narrative Strategist, Creative Director responsible for:

Brand Development & Cultural Positioning:

Reframed PBS from a namesake to a philosophical stance "Perspective Builds Structure" creating a belief-led platform for campaigns and activations

Authored brand book, defined emotional pillars, narrative dualities, tone system, and activation guidelines

Campaign Narrative & Social Activation:

Crafted tagline architecture and poetic, architectural messaging to anchor future campaigns

Designed narrative rhythm and visual behavior system for social media, turning daily content into a long-term narrative activation

Baudry Consulting - Data Engineering Consultancy

Role: Lead Brand Strategist, Creative Director responsible for:

Brand Transformation & Campaign Positioning:

Rebranded from technical identity to premium consultancy targeting finance, law, fitness, and premium sectors

Developed full visual identity and activation guidelines - logo, palette, typography, and usage system

Designed UX informed Webflow site as the central campaign platform for thought leadership and client acquisition

Client Marketing Activations:

Built ongoing LinkedIn thought leadership program - ghostwriting bilingual weekly posts and carousel content as brand led activations

Directed content calendar, visual assets, and post scheduling to maintain campaign consistency

Louis Vuitton – Retail Training Design Materials

Role: Editorial Supervisor responsible for:

Producing the internal training materials for the LV LOVERS new fragrance launch, to ensure the narrative and visuals aligned with the Louis Vuitton master brand standards.

References upon request

Contact

Paris, France

+33 06 76 97 19 56

Haley@AgenceVrai.com

Links

linkedin.com/in/haleyeerickson/

agencevrai.com

vraiblog.com

Skills

Creative & Brand Strategy

Campaign development

Activations & Experiential Design

Creative Direction

Art Direction

Positioning

Editorial & Copywriting

Cultural Research & Trend Forecasting

UI/UX Design & Webflow

SEO & Analytics

Content Creation and Management

Influencer Marketing & Digital PR

CMS, Adobe Suite, Canva

Social Media Strategy: Instagram,

Threads, TikTok, LinkedIn

MS Office Suite

Languages

English: Native

French: Fluent

Spanish: Fluent

Education

University of Minnesota

September 2018 – May 2023

Received a BS in Economics and a BA in Philosophy.

Focus of studies was on business strategy, market dynamics, consumer behavior, and strategic branding.