



Haley Erickson

CREATIVE STRATEGIST

Haley is a trilingual Creative Strategist based in Paris. With an academic background in economics, philosophy, luxury communication, 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

Theseus Capital & Primestar Industries, London

Role: Director of Communications responsible for

Lead the development and execution of brand, content, and communications strategy across global investment entities operating in Life Sciences, Technology, and Natural Resources.

Developed narrative frameworks and content ecosystems spanning social media, newsletters, thought leadership, and investor communications.

Oversaw content development initiatives that contributed to more than 320,000 views and 5,000 engagements within the first 30 days.

Onirim Luxury Production House, Paris

Role: Digital Content Strategist responsible for

Developed narrative systems across Instagram and LinkedIn to strengthen brand perception, cultural positioning, and long-term equity.

Designed cohesive visual and editorial ecosystems where individual content pieces contribute to a broader brand narrative.

Uniquely positioned the studio within luxury, culture, and creative agencies through strategic communication frameworks.

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

Developed the brand narrative framework "CONTROL: A Journey Inward and Outward," establishing the studio's strategic foundation through seven conceptual chapters.

Defined the studio's cultural positioning, creative vision, and activation strategy, centering Black narratives within fashion, visual culture, and contemporary creative production.

Led narrative development, artistic direction, and image curation for KIN, an editorial study published in AfroStyle Magazine exploring intimacy, vulnerability, and kinship between Black men.

LnBasics, Paris

Role: Creative Strategist responsible for

Developed strategic brand expansion concepts for the evolution of LnBasics, exploring future retail, product, and community-led growth opportunities.

Created a comprehensive brand vision framework translating a creator-founder's identity, audience behavior, and cultural relevance into distinct positioning territories for the brand's second chapter.

Developed the strategic concept and partnership submission for a Visa-sponsored retail expansion initiative, integrating brand narrative, experiential thinking, and commercial growth objectives.

References upon request

Contact

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Links

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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, and consumer behavior.