

HAROLD L. LOREN

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[Harold Loren](#) is a Public Relations Strategist and a Digital Communications Consultant. He designs and deploys the communication strategies that connect worldwide audiences to entertainment brands and entrepreneurial identities. His work combines traditional public relations and marketing practices and applies their new digital approaches to the evolving landscape of business and personal brand development.

Harold currently serves as Director of Communications at the [ST8MNT Brand Agency](#) in Nashville, Tennessee. ST8MNT serves notable brands such as [TAYLOR SWIFT](#), [REBA McENTIRE](#), [LADY ANTEBELLUM](#), [CMA MUSIC FEST](#), [NATIONAL GEOGRAPHIC CHANNEL](#) and the [ATLANTA BRAVES](#).

Harold's most recent work involved day-to-day coordination with content development teams at both the [FOX Broadcasting Company](#) and [NETFLIX](#) - through the digital management and brand development for Actor/Producer [JOHN STAMOS](#) - in support of both the hit FOX television show [GRANDFATHERED](#) and the blockbuster NETFLIX series release of [FULLER HOUSE](#). These were undertaken in partnership with the NYC-based public relations agency, [POLK & COMPANY](#).

Harold is a former Music Editor for 944 MAGAZINE in Los Angeles; also, a former Publicist for TED GUEFFEN PUBLIC RELATIONS; and later, a Founder and Director of Media Relations at STAFFORD | CLARKE MEDIA CONSULTANTS - a boutique LA Public Relations agency specializing in Film, Television and Music entertainment.

His Public Relations client list has included: THIERRY MUGLER, JULIE NEWMAR, NICK EGAN, HYLO ENTERTAINMENT, ELIAS ARTS, HOLLYWOOD RECORDS, WALT DISNEY PARKS AND RESORTS, The ELIZABETH TAYLOR AIDS FOUNDATION, and TELEMUNDO/LIBERTY MEDIA/SONY PICTURES ENTERTAINMENT, among others.

Harold Loren's post-secondary studies were in Art, Communication Technology and Political Science. He is a Bachelor of Arts graduate from the University of Texas at Arlington.

experience

Director of Communications | Brand Development Consultant

[ST8MNT Brand Agency](#) | Nashville, Tennessee

April 2016 – Present

- Messaging and business communication strategies
- Digital media kit development, press outreach and media alignment
- Digital engagement, social content production and newsletter copywriting
- Business development and relationship building in the creative community

Select ST8MNT Clients: Taylor Swift (Entertainer) + Reba McEntire (Entertainer) + Lady Antebellum (Band) + CMA Music Fest (Festival) + National Geographic Channel (Television) + Lake Shake, Watershed, Faster Horses Festivals (Music festivals) + Atlanta Braves (Sports franchise)

Digital Strategist | Director of Content Development

[The LOREN Collective | A Digital Lab](#) | Nashville, Tennessee

January 2014 – Present

Web Designer | Content Manager | Social Media Consultant

- Front-end web design / Domain mapping logistics
- Search engine optimization (SEO) / Web data tracking systems
- Social network account integration / Social profile optimization
- Social media 'best practices' consultation / Professional brand development
- Professional bio copywriting / Editorial Calendar mapping
- Online content copywriting / Digital media development

Select Clients: John Stamos (Actor) + Larkin Poe (Band) + Diamond Carter (Band) + Creative Artists Agency (CAA) + Holly Williams (Musician - CAA) + Kristian Bush (Musician- CAA) + Karla's Catering (Entrepreneur) + Kelly Clague (Creative Director) + Tim Slinker (Photographer) + Nashville Film Festival - 2014/2015 (Non-profit Organization)

Innovation Strategist | Director of Creative Services

[Ameristar Information Network, LLC](#) | Dallas, Texas

November 2009 – December 2013

- Coordinated the purchase and installation of digital workstations, software, equipment, etc.
- Co-established standardized submission and delivery protocols
- Participated in the interview and hiring process of key design talent
- Content development: websites, marketing material, social media, corporate communication
- Coordinated the production of:
 - Corporate brand development / Corporate marketing collateral
 - Corporate training materials / Corporate pitch presentations
 - Digital marketing decks / Front-end web design
 - Search engine optimization (SEO) / Social media engagement

Select Clients: Excel Title Group, LLC + Luna & Luna, LLC + Starwood Custom Homes, LLC + Kappa Sigma Fraternity (UTA) + Ameristar Information Network, LLC + Ameristar National Signing Services, LLC

Director of Public Relations | Film, Television, Music Entertainment

[Stafford | Clarke Media Consultants](#) | Hollywood, California

January 2001 – November 2008

- Communications Director: clients, artists, press contacts, media collaborators
- Database Management: media contact tracking and update
- Media Kit Design and Assembly: content management and media collateral coordination
- Messaging: legal approval, media pitch and story placement
- Account Management: entertainment industry brands
- EPK Content Development:
 - Client bio composition / Backgrounder composition
 - Media tip sheet composition / Fact-sheet composition
 - High-res graphics and imagery / Media interviews/reviews
 - Video production / Tour date info
- Market Media Research: traditional and social media vehicles for story placement
- Media Training and Preparation: red carpet talent coordination, press box logistics

Select Clients: Lisa Candela (Photographer) + Nick Egan (Film director) + HyLo Entertainment/Elias Arts (Production company) + Hollywood Records, 'A World of Happiness' CD launch (Record label) + Walt Disney Parks and Resorts - 'The Twilight Zone Tower of Terror' launch (Theme park)

Music Editor (Print) | 944 Media Publishing

[944 Magazine](#) | Los Angeles, California

January 2006 – June 2006

Staff Writer | Editorial Coordinator | Music Editor

- Brand Marketing: 944 Media Kit (2006) PDF
- Public Relations: Los Angeles media market launch (2006)
- Editorial Development: pitched & delivered 10-14 article monthly music lifestyle section
- Content Provider: authored individual editorial pieces (reviews, interviews, profiles, etc.)
- Content Editor: created and/or approved headers, decks and photo captions for all music articles
- Project Manager: managed network of creative contributors (graphics/ art/ photo/ editorial content)
- Content Coordinator: editorial calendar update and scheduling logistics

Published Articles | 'MEGAFONNIK' Music Lifestyle Section

- o 'Breaking From The Clinch: Ringside Puts Them Up' | February 2006
- o 'There's No Escaping It...She Wants Revenge' | March 2006
- o 'Block Rockin' Beats: South By Southwest Music Conference' | March 2006
- o '1976-2006: Punk Turns 30' | April 2006
- o 'Cover Model: Nick Egan Paints The Faces Of Punk Rock' | April 2006
- o 'Original Punk: The Chronicles Of Steve Jones' | April 2006
- o 'The Reverie Of Junkie XL: Junkified Dreams & The Art Of Letting Go' | May 2006
- o 'Swan Dance: Songs From Sierra Swan's 'Ladyland' | May 2006
- o 'The Life Of Brian: Weezer Guitarist Brian Bell's New Challenge' | May 2006

Public Relations Agent | Corporate Entertainment

[Ted Guefen Public Relations](#) | West Hollywood, California

July 1998 – June 2000

- Communications Coordination: clients, artists, press contacts, media collaborators
- Database Management: media contact updating
- Press Kit Design and Assembly: content management and media collateral coordination
- Messaging: legal approval, media pitch and story placement
- Brand Management: international luxury brands
- Special Events Coordination: Bellagio Hotel (Las Vegas)

Select Clients: Thierry Mugler (Angel) + Perles de Tahiti (Trade organization) + Elizabeth Taylor AIDS Foundation (Non-profit organization) + Julie Newmar (Actress) + Tippi Hedren (Actress) + Nely Galan (Television network executive) + Telemundo/Liberty Media/Sony Pictures Entertainment - 'Solo En America' and 'Los Beltran' television sitcoms (Television network)

language proficiency

- English (Native or bilingual proficiency)
- Spanish (Native or bilingual proficiency)

education

[The University of Texas at Arlington](#)

Bachelor of Arts (B.A.) in University Studies

Minors in Art + Communication Technology + Political Science

- Member of the Kappa Sigma Fraternity (Theta Omega Chapter)
- Student Reporter for 'The Shorthorn' (University Newspaper)
- Founding member of Amnesty International (UTA chapter)