



Erin Hoy

PERSONAL BRAND
STRATEGIST



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Meet Erin Hoy

Erin Hoy is a personal brand strategist and founder of Her Digital Legacy, a branding firm for high-level female CEOs and founders. She helps industry leaders turn their real-world authority into a digital presence that builds credibility, drives growth, and reflects who they truly are. With a background in award-winning marketing campaigns, Erin brings both strategy and creativity to every brand she builds—partnering with visionary women through intensives, digital PR, and executive social media management.

Speaking Topics

BUILDING YOUR DIGITAL LEGACY

PERSONAL BRANDING FOR HIGH-LEVEL WOMEN

SOCIAL MEDIA CONSISTENCY WITHOUT BURNOUT

FROM HIDDEN GEM TO GO-TO EXPERT



Erin was truly a joy to have speak with our KENS 5 team! She shared valuable insights on building a personal brand, LinkedIn best practices, and how to confidently showcase your strengths and value. It was an incredibly impactful and worthwhile session!

—KRISTIN | KENS 5

What stood out most was how clearly she understands her own brand and message — and how beautifully she helps others get clear on theirs too. For me, content and branding felt overwhelming and she broke it into meaningful, achievable steps. She made personal branding feel doable!

—LAURA | CIRCULAR FASHION CONNECTION