

Lana West

Schleich® Inc., Global Social Media Manager

AGE:

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WHERE WERE YOU BORN?

I'm a Midwest girl originally – born and raised in Illinois. I can't quite say Chicago, but in a suburb close by.

HOW LONG HAVE YOU LIVED IN CHARLOTTE AREA?

Three wonderful years

TELL US A LITTLE BIT MORE ABOUT YOU?

I grew up in Winnetka, IL. It was a great place to grow up, very similar to Charlotte in many ways. Perhaps that's why I felt so at home here when I moved. I went to Rutgers University and graduated with a B.A in Journalism and Media Studies. Although I did not ultimately pursue a career in journalism, that foundation has helped me every single day. Following graduation, I worked at a PR firm in NYC for a few years, before moving down to Charlotte.

DURING YOUR TIME VOLUNTEERING FOR A COMMUNITY ACTIVITY OR PROJECT, WHAT IS YOUR MOST MEMORABLE MOMENT?

I spent some time at the Humane Society of Charlotte taking pictures of the dogs that had been there for a while, to help get them adopted. While I was there, a brand-new litter of puppies that had just been rescued arrived. They were so tiny, and it made me so happy to think that they were going to have a great life because of the work the shelter did, and how happy those puppies were going to make their future families.

IN YOUR OPINION, HOW DO YOU CONTRIBUTE TO THE COMMUNITY? PLEASE BE AS DETAILED AS YOU CAN.

My biggest contribution to the community is helping other people get involved. I am an art lover, and a member of the Young Affiliates of the Mint. I am always encouraging people to attend gallery events, especially local ones by emerging artists.

PLEASE LET US KNOW ANY AWARDS OR RECOGNITIONS YOU'VE RECEIVED IN YOUR PROFESSIONAL CAREER:

I have worked on a handful of award-winning campaigns. However, there are two I would like to focus on.

The first is the schleich® [Chief Storytelling Officer](#) campaign. This holiday campaign was aimed at inspiring kids (and grown kids!) to build their imaginations through storytelling and play. We did this via schleich's first-ever Chief Storytelling Officer – a 10-year-old boy named Marcello. Marcello was hired via an audition at FAO Schwarz in New York City and appeared in numerous videos that share the importance of allowing kids to “play today, so they can change the world tomorrow”. This work received two PRSA Silver Anvils, including the Consumer Product Marketing Campaign of the Year award, one Bronze Anvil, a Webby nomination for Best Live Experiences, and a marquee interview on the [Kelly Clarkson Show](#).

The second is the schleich® [Power of Imagination](#) campaign. This body of work was built on the idea that it can be challenging for adults to understand what a child is imagining during playtime. What kids see in their mind is completely different from what an adult might. To remind us, grown kids, just how beautiful a child's imagination is, we partnered with a recognized photographer to help bring a handful of kids' stories to life through toy photography. This work was awarded two PRSA Silver Anvil Awards and helped raise our North American brand awareness by 12%.

WHAT ARE YOUR HOBBIES OR INTEREST?

Traveling. I absolutely love exploring new places and seeing different parts of the world.

WHAT IS YOUR FAVORITE QUOTE THAT YOU STAND BY?

“Don’t worry what others are doing. Do you!” – Russell Simmons

WHERE DO YOU SEE YOURSELF IN 5 YEARS? 10 YEARS?

In both 5 and 10 years, I hope to still be growing in the social media and consumer campaign field. There are a few passion projects I have in mind I hope to have completed by then as well.

CAN YOU SHARE ONE THING THAT IS ON YOUR BUCKET LIST?

Going to Thailand has been on my list bucket for quite some time!

WHEN WAS THE LAST TIME YOU USED YOUR PASSPORT?

Very recently! I try to use my passport as much as I can. I was in Munich, Germany about three weeks ago.

WHAT IS A FUN FACT ABOUT YOURSELF THAT NO ONE KNOWS?

My favorite musical artist is Tash Sultana. Most people who know me are aware of that, but what most people *don't* know is how the obsession came about.

The first time I heard her singing was on a poorly recorded video that was served to me on Facebook. In this video, she was doing a live street performance in Australia. I was immediately intrigued and needed to know who this magical-sounding singer was. Of course, the video had no artist name and was titled something along the lines of “Great Street Performer”. It was filmed by someone who was just passing by and happened to post it. I watched that video hundreds of times, searching the lyrics she was singing to see if they would match anything online. Eventually, I found it, and have been listening to her ever since.

WHO IS YOUR HERO?

My high school English teacher, Dr. Price. She encouraged me to follow my dreams, and always pushed me to be my best.

WHAT WAS THE LAST BOOK YOU READ?

Hippie, by Paulo Coelho

WHAT WAS THE LAST MOVIE YOU SAW?

Top Gun, of course

WHAT WAS THE LAST CONCERT YOU SAW?

Maroon 5, in Charlotte. It was a great show!

HOW DID THE COVID PANDEMIC AFFECT YOUR PERSONAL OR PROFESSIONAL LIFE?

COVID had a large impact on both my personal and professional life. It was difficult not seeing friends and family as regularly, and when we did get together, having to plan in advance to take precautions. From a professional perspective as a social media manager, a large part of my job involves creating in-person content. Figuring out how to create that content without being physically in the office was a challenge! We all learned to adjust, but it took some trial and error.

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