



Erin Belley

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Airdrie AB

Personal Info

I am a multidisciplinary artist, writer, illustrator, graphic designer, and tattooist from Southern Alberta, and the owner of both Magnolia Tattoo Collective and HeyArtist. I tattoo, create artwork and illustrations as a freelance designer, and provide business coaching for creatives, helping artists build strong brands, develop sustainable systems, and grow thriving creative careers.

Education

- 2023 Durham College; Psychology - Online General Studies, Oshawa ON
- 2015 Alberta College of Art and Design; Bachelor of Fine Arts in Painting, Calgary AB
- 2014 Athabasca University, Calgary AB
- 2010 University of Calgary, Calgary AB
- 2007 Alberta High School of Fine Arts; High School Diploma, Calgary AB

Awards and Publications

- 2025 Finalist, Best Emerging Business; Airdrie Regional Business Awards
- 2025 Williamson, Jessica. Airdrie Entrepreneurs Look Smarter. *AirdrieLife Magazine*, Summer 2025, pp. 73
- 2025 Graduate of the 2025 SMARTstart Program, Airdrie Entrepreneur Common
- 2025 Recipient of the Canadian Digital Adoption Grant
- 2025 Bronze, Piercings and Tattoos; CommunityVotes Airdrie
- 2024 Finalist, Best Emerging Business; Airdrie Regional Business Awards
- 2024 Gaetz, Stacie and Merrick, Patricia. GET INKED | Tattoo Artists Find Success in Airdrie. *AirdrieLife Magazine*, Fall 2024
- 2024 Platinum, Art Lessons; CommunityVotes Airdrie
- 2024 Bronze, Piercings and Tattoos; CommunityVotes Airdrie
- 2024 Silver, Specialty Art Services; CommunityVotes Airdrie
- 2019 Best Sleeve; Saskatoon Tattoo Expo
- 2019 Best Large Black and Grey, Runner-up; Saskatoon Tattoo Expo

Professional Experience

President, Resident Tattoo Artist

Magnolia Tattoo Collective; Airdrie AB – 2024-present

Designing and tattooing images, booking appointments and managing release forms, managing and ordering inventory, handling payroll, setup and takedown of work station, social media content manager and website and storefront manager, short term and long term bookkeeping and financial planning, payroll, employee management, cash flow management and profitability management, legal compliance and health board communication, grant applications for business growth

President, Business Coach for Creative Entrepreneurs

HeyArtist; Airdrie AB – 2025-present

Developing and managing branding for creative entrepreneurs, social media asset creation and content planning, visual identity and brand system development, course and workshop development for artists and tattooers, coaching and mentorship for creatives, business modeling and strategy development, website structure and branding direction, business operations setup for creatives, pricing guidance and profitability planning, workflow structuring, support with grant applications and project proposals, creative direction and long-term brand strategy.

Tattoo Artist

Blue Mountain Tattoo; Cochrane AB – 2021-2023

Designing and tattooing images, booking appointments and managing release forms, managing and ordering inventory, handling payroll, setup and takedown of work station, social media content manager and website and storefront manager

Tattoo Artist

Boss Tattoo Studio; Calgary AB – 2017-2021

Designing and tattooing images, booking appointments and managing release forms, managing and ordering inventory, handling payroll, setup and takedown of work station