

Erik Reith ✨ ✨

Copywriter and occasional designer

2410 Birch Ln, Eugene, OR
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WORK

Ad Team, Eugene, OR — Copywriter

September 2023 - Present

One of three copywriters working with Ad Team, a student-run collective consisting of some of the most talented students in the School of Journalism and Communication - not to brag or anything! We work under the directive of one major corporation to bring a large-scale campaign to life, competing against the Ad Teams at other schools across the country. As a member of the copy team, I'm responsible for basically anything that requires text, from documentary-style video scripts to marketing emails.

Allen Hall Advertising, Eugene, OR — Copywriter working for two local businesses

September 2022 - June 2023

Through Allen Hall Advertising I was able to collaborate with two separate teams of people to work with local businesses on various marketing projects. I served the role of copywriter on both, working on projects like short videos, restaurant menus, promotional zines, and more to improve customer experience and brand identity.

Taking Up Space, Eugene, OR — Co-leader and copywriter

January 2021 - Present

I'm currently a co-leader of Taking Up Space, a student organization at the University of Oregon founded as a space for POC entering the creative industry. I started out as the staff copywriter, working on a variety of tasks such as website copy, promotional outreach materials, and presentations. After continuing to support the club's endeavors I became one of the two leaders, taking charge of duties such as outreach, event planning, and hiring. I'm also responsible for the social media copy and graphics.

Aquarium of the Pacific, Long Beach, CA — Exhibit Interpreter

June 2018 - February 2020

Worked as a wildlife educator and animal caretaker at my city's local aquarium. Gave presentations to large crowds, assisted guests with any problems or questions, and even got to feed the sharks once in a while. Also worked on whale watching tours as an educator and assistant. Instilled me with a greater sense of respect for animals and the natural world.

UCAN Teen Climate Council, Long Beach, CA — Climate Council Member

August 2019 - October 2020

Working with a team of peers to develop solutions and outreach related to pollution and climate change. Hosted monthly programs to inform others about climate change and its effects. Work included graphic design of logos, flyers, mascots, and other materials. Involved public speaking to crowds and

SKILLS

Public speaking

Memorization

Digital art and design

Strong vocabulary

Writing

Reading comprehension

Great with animals

Pretty funny once you get to know me



REFERENCES

Christine Tram, teacher at Poly High School ctram@lbschools.net
562-221-4265

Raelene Child, supervisor of UCAN rchild@lbaop.org
562-951-3126

Henry Bonilla, manager at Daiso henry.bonilla@daiso-usa.com

Lisa Hain, vice president of Trusted Life Care lhain@charter.net (562)787-5498

presenting ideas to large groups.

Trusted Life Care, Long Beach, CA — *Personal Caregiver*

June 2021 - September 2021

Was employed as an in-home personal caregiver/assistant to the elderly. Duties included cooking meals, walking with clients, driving clients to appointments, administering medication, routinely checking clients' vital signs, and assisting clients with chores. Taught me that there is no such thing as a menial job, and that I'm able to make a difference no matter where I work.

EDUCATION

University of Oregon, Eugene, OR — *Currently a senior*

September 2020 - present

Enrolled in SOJC (School of Journalism and Communications)
3.5 GPA

Long Beach Polytechnic High School, Long Beach, CA

September 2016 - June 2020

Enrolled in CIC (Center for International Curriculum) program
4.22 GPA
Honor Roll