
ERICA ZAMORA REYES

LinkedIn: [in/erica-zamora-reyes](https://www.linkedin.com/in/erica-zamora-reyes)

PROFILE

A writer eager to get hands-on-experience with the diverse formats of writing. She seeks to get challenged to learn and improve in her craft. An enthusiast for learning about writing, media, art, and publications. An avid researcher looking to obtain as much information as possible for work/projects. Looking for the opportunity to grow professionally and for a position that will allow her to work independently, with a creative team and prosper.

EXPERIENCE

Copywriter/Content Writer, Coyote Advertising; San Bernardino, CA

September 2016 - present

Represent and collaborate with the account executive to bring together the various projects of Information Technologies Services. Research, edits and writes original content while implementing the voice of our clients. Manage social media of our agency and write blog post for our website. Participate in other projects/campaigns with the graphic designers, web designer, and account executive including supervisor.

Writing Intern, Coyote Radio; San Bernardino, CA

September 2016 - December 2016

Assist the producer of My Awesome Empire (MAE) and station manager, Lacey Kendall, with questions, write-ups and edits for their websites, recordings and interviewed special guests for MAE. Collaborating with web designer in creating a website of their specialty show My Awesome Empire as well as setting up MAE's social media.

Content/ SEO copywriter intern, Classic Specs; New York

July 2016 - September 2016

Conducted research on topics such as Rx and non-Rx glasses/sunglasses, eye conditions, or any topic related to the eyes and glasses. Wrote original content for their online blog, SEO articles and WikiSEO articles, articles designed to inform readers with readable information that is understandable about the conditions of the eyes.

Web Content Writer, ITS Web Services; San Bernardino, CA

July 2016 - September 2016

Researched the various departments within Information Technology Services (ITS) to write content for the ITS homepage. Assess previous websites of CSUSB departments and programs in order to create new functional outlines that could be added to the new launching websites. Edited content from current CSUSB websites.

Writing Intern, Coyote Advertising; San Bernardino, CA

January 2016 - June 2016

Collaborated with the Accountant Executive and Copywriter on various client projects to meet their professional needs. Worked with different writing formats such as blog posts, articles, radio scripts, and emails.

EDUCATION

California State University San Bernardino, San Bernardino, CA

B.A. in English emphasis on creative writing | 2015-present

Riverside city college, riverside, CA

A.A. in English | Summer 2012- Spring 2015

SKILLS

- Microsoft Word/PowerPoint
- Editing/Proofreading
- Creative Writing
- SEO Copywriting
- Web Content Writing
- Copywriting
- Blog Posts
- Drupal (writing content)
- WordPress (writing content)
- Spanish Speaker
- Google Docs/Drive
- Organizational skills.