

# ERICA RYBERG

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## SUMMARY OF EXPERIENCE

- Seven years' experience in **marketing copywriting** and **narrative journalism**.
- Strong proficiency with computers and the Internet, including web page design and optimization, social networks, Photoshop, and content management systems. **Able to learn new programs very quickly.**
- Prescott native; possess a **deep familiarity with the mission and culture of Prescott College**. Worked in an interim position at the College in the fall of 2005.

## EXPERIENCE

May 2003 –  
Present

### Marketing Copywriter/Journalist

- Narrative (storytelling) journalist with credits in local, regional and national magazines and newspapers: [ericawriter.com/portfolio.htm](http://ericawriter.com/portfolio.htm). Also do freelance copywriting work for ethically driven clients including Prescott College.
- Staff writer for the South County Spotlight, a community newspaper in Oregon. 6/09-5/10. Worked on a strong news team writing news and features. Contact/Reference: Darryl Swan, [dswan@spotlightnews.net](mailto:dswan@spotlightnews.net). (503) 543-6387.
- Marketing writer with Creative Concepts and Copywriting. 1/06-1/09. Wrote direct response pieces including **sales letters, emails, profiles** and **web copy**. Contact/Reference: Michele PW, [michele@writingusa.com](mailto:michele@writingusa.com), (928) 776-7495.
- Marketing manager of a socially responsible mutual fund start-up. 8/08-2/09. Worked to develop a content-managed web site, branding and marketing collateral. Also coordinated with an external agency on national PR efforts. Contact/Reference: Will Hepburn, [will@hepburncapital.com](mailto:will@hepburncapital.com), (928) 778-4000.
- Interim public relations writer, Prescott College. Edited Transitions, the alumni magazine. 8/05-12/05. Forged strong on-campus relationships. Contact/Reference: Mary Lin, [mclin@prescott.edu](mailto:mclin@prescott.edu), (928) 350-4503.

October  
2006 –  
January  
2009

### Publisher, Read It Here magazine

- Co-founded *Read It Here*, a respected regional news magazine based in Prescott, Arizona whose highly literary content emphasized sustainability, building bridges in the community and quality of life. I was responsible for sales, marketing and outreach efforts.

August 2002 –  
January 2005

### Teacher

- Taught Spanish and science classes at Kestrel High School in Prescott, AZ. August 2002-May 2003. Contact: 928-541-1090.
- After-school teacher, translator, and curriculum planner, Whittier School, Minneapolis. Taught writing, science and botany classes in an inner city school. Created curriculum and teacher-training materials. January 2004-January 2005 Contact: Kevin Czmowski (612) 668-4181

June 1998 –  
July 2002

### Emergency Medical Technician/Paramedic

- Worked in positions in Arizona and New Mexico and on the Navajo Nation.

## EDUCATION

B.S. in Biology, 1998, magna cum laude, Northern Arizona University, Flagstaff, AZ.  
A.A. in Liberal Studies, 1995, with honors, Yavapai College, Prescott, AZ.

## SKILLS AND INTERESTS

Competent in Word, Excel, DreamWeaver, HTML, Photoshop, and content management systems. Proficient Spanish speaker. **Personable, quick-witted, and enthusiastic social style**. Interested in sustainable solution-finding, human-centered urban planning, and adventure sports. Strong service and team orientation.

ADDITIONAL REFERENCES AVAILABLE