

Brendan H. Reid

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Address: 3550 Copley St., Vancouver, BC, V5N 5B2

Education:

High School Diploma, Mayfield Secondary School (2007-2011)

BA in Arts and Contemporary Studies (Focus on English and Philosophy), Ryerson University (2011-2015)

Experience:

Copywriter and Social Media Writer

DSSI Marketing (August 2022-Present)

Social copy for LinkedIn. Worked with a close-knit team on a start-up project. Wrote for multiple companies and thought leaders with different tones and messaging. Workshopped copy in response to engagement data.

Copywriter and Social Media Writer

The Very Good Food Company (November 2021-April 2022)

Delivered copy in multiple tones, across multiple platforms (Instagram, Facebook, Twitter). Email campaigns, product launches, packaging copy, blogs, website SEO, developed the voice of the brand.

Copywriter

Madxaar Creative House (August 2021-November 2021)

Copy for e-commerce, about pages, and landing pages. Developed voice of multiple brands (apparel, skincare, restaurants).

Copywriter

Mat Collective (November 2020-November 2021)

Copy for e-commerce, product descriptions (yoga and sports apparel). Landing pages, internal communications, email writing.

Content Writer

Discorder Magazine (Feb. 2020-November 2020)

Interviewed artists and wrote articles. Book, theatre, and concert reviews.

Content Writer

Beatroute Magazine (Nov. 2017-Nov 2019)

Interviewed artists and wrote articles. Album and show reviews.

Content Writer

Valnet Media (Oct. 2016-Feb. 2019)

Researched and wrote list-style articles for comics, video games, movies, and TV shows.

Content Editor and Writer

Q-Avenue and *The Violet Wave* (Dec. 2015-May 2016)

Researched and wrote articles on a variety of topics (Music, food, health, history, film). Social media writing (Facebook, Instagram, Twitter).

LINKS TO ONLINE WORK

<https://brendanhreid.journoportfolio.com/>

<https://www.bahashop.com/pages/our-story-1>

<https://www.seethesea.cafe/about-us.html>