

## Resume of Qualifications

**ERIC "RICO" REED**

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**From: April 2008 to Present**

### **SELF- EMPLOYED**

EJT Silkscreen & Design  
1848 Redcliff Street  
Los Angeles, Calif. 90026  
(323) 573-0106

Owner/President

Job Description:

Create and re-design logo's for businesses, produce t-shirts, hats, bags and various other promotional good's. I also design/build websites and create graphics for same.

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**From: May 2007 to April 2008**

Cox Broadcasting KOST 103.5 Radio Station  
610 So. Ardmore Ave  
Los Angeles, Calif. 90005

Salary: \$2,000.00 monthly

Supervisor Johnny Chang

Job Title: Weekend/Vacation Relief Announcer

Duties: host of a weekend radio show requiring me to operate broadcast equipment, enter and extract information from a computer for contests and show preparation.

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**From: June 2002 to May 2007**

### **SELF- EMPLOYED**

EJT Silkscreen & Design  
1848 Redcliff Street  
Los Angeles, Calif. 90026  
(323) 573-0106

Owner/President

Job Description:

Create and re-design logo's for businesses, produce t-shirts, hats, bags and various other promotional good's. I also design/build websites and create graphics for same.

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**From: June 1998 to Nov 2000**

Cox Broadcasting KOST 103.5 Radio Station  
610 So. Ardmore Ave  
Los Angeles, Calif. 90005

Salary: \$2,000.00 monthly                      Supervisor Johnny Chang

Job Title: Weekend/Vacation Relief Announcer

Duties: host of a weekend radio show requiring me to operate broadcast equipment, enter and extract information from a computer for contests and show preparation.

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**From: June 1993 to July 1998**      Cox Broadcasting KACE 103.9 Radio Station  
610 So. Ardmore Ave  
Los Angeles, Calif. 90005

Salary: \$5,400.00 monthly                      Supervisor Kevin Fleming

Job Title: Announcer

Duties: host of a daily music and talk radio show which required me to operate broadcasting equipment and enter/extract information from a computer for contests and show preparation. I also performed commercial production and made personal appearances.

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### **Eric "Rico" Reed cont.**

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**From: 1976 – June 1993**                      Taxi Productions KJLH 102.3 Radio Station  
3847 Crenshaw Blvd.  
Los Angeles, Calif. 90008

Salary: \$4,200.00 monthly                      Supervisor Karen Slade

Job Title: Announcer

Duties: host of a daily music and talk radio show which required me to operate broadcasting equipment, enter and extract information from a computer for contests and show preparation and make personal appearances. I also held various management positions including Program Director and was responsible for all on - air product including the hiring and training of new staff.

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### **Professional Achievements:**

1992 Peabody award Winner  
1992 Key of Life Award Sigma Sigma Gamma Roe Sorority  
1992 NAACP Humanitarian Image Award  
Commendation from the Los Angeles City Council  
For Outstanding dedication and service Above and Beyond  
the Call of Duty during the LA Riots

"Outstanding Young Man in America 1984"

**Television Credits:**

Michelob Beer  
Hunter TV Series (News Reporter)  
Lou Rawls Cavalcade of Stars  
National Billboard for Kellogg's Corn Flakes  
The Eddie Robinson/Spirit Awards 1997-2001

**Voice Over Work:**

The California Lottery  
Southern California Edison  
Yes on Prop A  
Lee Bailey's Radioscope  
Hidden Beach Records  
Disneyland  
MCA Records  
Motown Records  
Numerous Local Businesses

**Eric "Rico" Reed cont.**

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**Community Work:**

Participant in the Magic Johnson Mid Summer Night Celebrity Basketball game to benefit the UNCF

Co-Host with Stevie Wonder for King-a-thon, a National telethon for the Martin Luther King Jr. Holiday)

Played a Major Role in the Calming of Los Angeles and disseminated information to television & Radio around the world during the Civil Unrest of April 1992 through an extended version of "The Front Page"

Numerous Job Fairs, "Stay in School Campaign" & "Career Days" for local Jr. High & High Schools in the Community with participation in Various Celebrity Basketball/Softball Fund-raisers & assorted Letters of Recommendation for Appreciation.

**Education:**      **Graduate of Dorsey High School in Los Angeles 1972**

Attended CSU Northridge 1972-1974

Attended West LA College 1974  
Attended Los Angeles Community College 1974-1976  
Arlyn Miller Voice Over Commercial Acting 1984-1987  
Betty Bridges Method Acting Workshop 1985-1987  
Dave Sebastian Voice Over Workshop 1988-1989  
American Cash Flow Association Graduate 2000

**Special Skills:**

Graphic Design, Photoshop, Corel Draw, Dreamweaver, Flash  
MX, Public Speaking, Creative Thinking