

GABRIEL PAREDES REYES

Graduating senior at
Loyola University Chicago

CONTACT

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SKILLS

- Spanish native speaker
- Proficient in the Adobe Suite
- Video production and editing
- Cross-disciplinary collaboration
- Organizational planning
- Project management
- Constructive feedback
- Solution-oriented
- Creative thinker
- Mentorship

AWARDS

NATIONAL ACADEMY OF TELEVISION & ARTS

2022 Chicago-Midwest Chapter Crystal
Pillar nominee: Short Form Non-Fiction

2022 SOC AD/PR AWARDS

Advertising Award: 4Mission Coffee campaign
PR Award: United Airlines safety campaign

OMAHA WORLD HERALD

2019 Key Staffer Award for outstanding
contribution to the field of journalism

2018 JEA NATIONAL WRITE-OFF COMPETITION

Superior distinction in Broadcast Feature

EDUCATION

B.A. Multimedia Journalism,
Minor in Spanish Language and Literature
Loyola University Chicago
Graduating May 2023

- GPA: 3.880
- Dean's List for all semesters
- National Communication Honor Society:
Lambda Pi Eta - Beta Rho chapter

PROFESSIONAL EXPERIENCE

LUC School of Communication's OWL Lab

Tech Assistant

August 2019 - Present: Chicago, IL (15 hours a week)

- Foster a welcoming environment for students to work and socialize.
- Organize, catalog, and keep track of production equipment that is rented out by students using the program WEBCheckout.
- Assist students with production equipment and projects using Adobe Premiere Pro and the greater Adobe suite.

McDonald's Corporation

Global-Impact US System Communications Intern

June - December 2022: Chicago, IL (16 - 40 hours a week)

- Performed social media audits, designed graphics and proposed authentic ways to boost social media engagement for USA President Joe Erlinger.
- Accelerated the summer Drive-Thru by 12 seconds, writing scripts and editing videos that energized the System for the summer Drive-Thru competition.
- Designed and edited motion graphics that unveiled new core menu items.
- Edited video tutorials that guided crew through new restaurant technology.

Inigo Communications

Chicago's First and only student-run communications agency

Firm Director

May - December 2022: Chicago, IL (12 hours a week)

Clients: United Airlines, Avionos, Chicagoland Chamber of Commerce

- Led an agency of 27 students to produce quality deliverables for our clients.
- Planned an enriching semester including guest speakers, professional development, mentoring and detailed project deadlines.
- Elevated Inigo's quality standards through proposal presentations, early and frequent points of feedback, overhauled creative briefs and final approvals.

Creative Director

December 2021 - May 2022: Chicago, IL (10 hours a week)

Clients: United Airlines, Avions, Chicagoland Chamber of Commerce, Social Responsibility Chicago, 4Mission Coffee and Orchard Village

- Brainstormed deliverables and delegated work to Creative Coordinators.
- Led creative projects and provided constructive feedback on graphic design, motion graphics, video production and editing.
- Expanded production resources by strengthening relations with the OWL Lab.
- Maintained Inigo Communication's quality standards for creative work.

Creative Coordinator

August - December 2021: Chicago, IL (7.5 hours a week)

Clients: United Airlines, Avionos, Chicagoland Chamber of Commerce

- Collaborated with copywriters, account coordinators and leadership to design six deliverables including GIFs and social media graphics.
- Produced a livestream to professionally showcase work from the agency.

Summit Media - Promotions Assistant

June 2021 - August 2021: Omaha, NE (7 hours a week)

- Assisted promotions for five local Omaha radio stations throughout events like the College World Series and Nebraska Furniture Mart Tailgate Fest.
- Set up remote broadcasts with the Comrex Mixer and other production tools.
- Personally engaged with listeners and ran giveaways.