

GABRIEL PAREDES REYES

B.A. Multimedia Journalism
Loyola University Chicago
Graduating May 2023

CONTACT

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SKILLS

- Fluent in the Adobe Creative Suite: Premiere Pro, InDesign, Photoshop Illustrator and After Effects
- Video production and editing
- Graphic design and animation
- Strong conceptual thinking
- Attention to detail
- Creative thinker & strategist
- Responsible, independent & reliable
- Spanish native speaker
- Microsoft Office Suite

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

PROFESSIONAL EXPERIENCE

McDonald's Corporation

Global-Impact US System Communications Intern

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

- Accelerated the summer Drive-Thru by 12 seconds through engaging content that energized the System for the summer Drive-Thru competition.
- Performed audits, designed graphics and proposed ways to boost social media engagement for USA President Joe Erlinger through video content.
- Created motion graphics launching menu innovations to the internal US System.
- Edited video tutorials that guided restaurant crew through new technology.

LUC School of Communication's OWL Lab

Tech Assistant

August 2019 - Present: Chicago, IL (20 hours a week)

- Assist students on production and the Adobe Creative Suite.
- Cultivate an inclusive environment for students to work and socialize.
- Organize, catalog, and keep track of production equipment.

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 create deliverables for our clients.
- Elevated Inigo's standard of excellence through proposal presentations, early points of feedback, overhauled creative briefs and final approvals.

Creative Director

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

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

- Led a team of seven Creative Coordinators to produce social media content, graphic designs, animations, videos and brand style guides.
- Collaborated with PR and Account Directors to brainstorm deliverables, plan project schedules and delegate work to coordinators.
- Maintained Inigo's quality standards through constructive feedback.
- Expanded production resources by strengthening relations with the OWL Lab.

Creative Coordinator

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

Clients: United Airlines, Avionos, Chicagoland Chamber of Commerce

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

Summit Media - Promotions Assistant

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

- Set up remote broadcasts for five local Omaha radio stations throughout the College World Series and other promotional events.
- Personally engaged with listeners and ran giveaways.

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