

GABRIEL PAREDES REYES

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EDUCATION

Loyola University Chicago, Chicago, IL

2019-2023

B.A. Multimedia Journalism, Minor in Spanish Language & Literature

- Graduated with high honors, Magna Cum Laude
- National Academy of Television & Arts, Crystal Pillar Nominee in Short Form Non-Fiction
- National Communication Honor Society: Lambda Pi Eta - Beta Rho Chapter
- Made the Dean's List for all semesters

PROFESSIONAL EXPERIENCE

Rambler Report

January – May 2023

Creative Director & Social Media Manager

- Boosted viewership for TheLucNews by 340% through rebranding on TikTok and Instagram as Rambler Report.
- Led branding by selecting typography and color schemes, as well as designing logos and four motion graphic templates.

McDonald's Corporation

June – December 2022

Global-Impact US System Communications Intern

- Accelerated the Drive-Thru by 12 seconds, scripting and editing weekly videos for the summer Drive-Thru competition.
- Designed graphics, audited and proposed strategies to boost social media engagement for USA President Joe Erlinger.
- Created animation that launched menu innovations to the internal McDonald's US System through email.

Inigo Communications

August 2021 – December 2022

Chicago's first and only student-run communications agency

Firm Director

- **Clients:** United Airlines, Avionos, Chicagoland Chamber of Commerce
- Led the agency of 27 students, managing all projects from inception to execution and giving final approvals.
- Elevated quality standards, implementing proposal presentations, overhauled creative briefs and early points of feedback.

Creative Director

- **Clients:** United Airlines, Avionos, Chicagoland Chamber of Commerce, Social Responsibility Chicago, 4Mission Coffee and Orchard Village
- Led seven Creative Coordinators to produce over 18 creative deliverables for our six clients and Inigo.
- Reintroduced video services for clients by expanding production resources and restructuring deliverable timelines.
- Collaborated with fellow directors to incentivize collaboration and ensure all deliverables meet client branding.
- Awarded the PR Award in Loyola's 2022 SOC Ad/PR Awards for our United Airlines safety campaign.

Creative Coordinator

- **Clients:** United Airlines, Avionos, Chicagoland Chamber of Commerce, NDA
- Collaborated with copywriters to design six deliverables, including GIFs, and social media graphics for our four clients.
- Introduced live-streaming techniques to professionally showcase work from the agency to clients and stakeholders.

Summit Media

June – August 2021

Promotions Assistant

- Supported promotions for five Omaha radio stations through the College World Series and other promotional events.
- Set up nine remote broadcasts for radio talent with the Comrex Mixer and other production tools.
- Personally engaged with more than 100 listeners and ran giveaways.

SKILLS

- **Visual storytelling:** videography, graphic design, animation and social media content.
- **Project management:** Cross-functional collaboration, attention to detail and quality.
- **Adobe Creative Suite:** Premiere Pro, InDesign, Photoshop, Illustrator and After Effects.
- **Microsoft Office, Google Workspace and Zoom.**
- **Bilingual** in Spanish and English.