

# GABRIEL PAREDES REYES

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## EDUCATION

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Public Relations Society of America (PRSA)

March – May 2024

### **Certification: Navigating the Transition from Journalism to PR & Comms**

- Relevant skills: press kits, news releases, media relations, pitching and the PESO model

Loyola University Chicago, Chicago, IL

August 2019 – May 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

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The Resurrection Project,

November 2023 – Present

### **Spanish Interpreter & Application Preparer**

- Facilitated bilingual communications between hundreds of multicultural immigrants and pro bono attorneys preparing Applications for Temporary Protected Status (Form I-821), Applications for Employment Authorization (Form I-765), and Applications for Asylum and for Withholding of Removal (Form I-589).
- Collectively screened more than 9,000 migrant applicants and processed over 7,500 TPS/EAD or EAD applications.

Zapwater Communications,

March 2024 – May 2025

### **Public Relations & Social Media Intern**

- **Clients:** Visit Finland, Discover Dominica, Grenada Tourism Authority, Saudi Tourism Authority, Xcaret Group, Fairmont Mayakoba, Fort George Hotel & Spa, Skydeck Chicago, SkyBridge Michigan, Conrad Indianapolis, Hestan Culinary, Gallagher Way, ACE Hardware and Bosch.
- Draft media pitches, press releases and fact sheets, working within a team to position clients as top travel destinations and consumer brands in outlets like Travel + Leisure, Forbes, Choose Chicago, Condé Nast Traveler, Chicago Tribune and more.
- Monitor and track clients' daily media coverage, calculating PR and Ad values as well as noting topics and sentiment.
- Conduct thorough media research to identify compelling story ideas and compile curated media lists on Muck Rack.

Water People Theater,

July – October 2023

### **Assistant to Executive & Artistic Direction**

- Served as the ultimate bilingual liaison for leadership, agency partners, talent, production and creative teams.
- Drove WPT's multicultural brand through bilingual communications via newsletters, social media, emails and Q&As.
- Coordinated the technical production and daily execution of the Jeff Recommended play *NORTH & SUR* in a 12-show run.

McDonald's Corporation,

June – December 2022

### **Global-Impact US System Communications Intern**

- Helped accelerate the Drive Thru by 12 seconds, producing seven weekly videos for the summer Drive Thru competition.
- Performed social media audits, proposed bold video strategies and assisted in developing content that garnered a total of 45 comments and 1,577 other forms of engagement for USA President Joe Erlinger's LinkedIn page.
- Created a video animation that launched menu innovations to the US System through system-wide email messages.
- Developed daily Workplace posts for ZFOM 2022 that engaged stakeholders to embrace the new ATA business plan.

## SKILLS

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- **Visual storytelling:** videography, graphic design, copywriting, animation and social media content.
- **Bilingual in Spanish and English:** active Spanish Interpreter and Translator for hire.
- **Project management:** cross-functional collaboration, event planning, attention to detail and quality.
- **Adobe Creative Suite:** Premiere Pro, InDesign, Photoshop, Illustrator and After Effects.
- **Also proficient in:** Microsoft Office, Google Workspace, Muck Rack and Canva.