

CARLOS LOPEZ

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SUMMARY

I am a proud Mexican-American public relations professional committed to amplifying underrepresented voices and fostering inclusive storytelling. With more than five years of experience in digital marketing and social media, I possess strong strategic planning, multi-platform content creation, and writing expertise. I am currently pursuing a Master of Arts in Public Relations and Advertising at the University of Southern California.

WORK EXPERIENCE

City of Garden Grove

Administrative Aide, Office of Community Relations • Oct 2022 - Present

- Assist the Public Information Officer in publishing official City news and information to English and multi-ethnic media channels and consistent outreach and engagement with the local and regional press.
- Collaborate with Emmy Award-winning Garden Grove TV3 to produce social media content for the City's Facebook, Instagram, X, and Nextdoor.
- Oversee the Community Spotlight recognition at each Garden Grove City Council meeting by contacting honorees, submitting agenda items to the City Clerks, ordering mementos, and writing detailed scripts for the City Manager's Office.
- Spearheaded the rebrand and end-to-end execution of the City's monthly CRM newsletter (GG Connect), overseeing audience segmentation, A/B testing, and performance analysis to drive engagement, resulting in sustained open rates exceeding 50%.
- Led a multi-language promotional campaign for the City's annual Winter in the Grove community event, distributing press releases, managing print and OOH placements, and executing social media campaigns to maximize event attendance and visibility.

University of Southern California

Graduate Research Assistant, Annenberg Office of the Dean • Aug 2024 - Present

- Represent Dean Willow Bay's office using professional etiquette while handling all incoming phone calls, assisting in-person visitors, and ensuring all inquiries are resolved.
- Conduct extensive research on key stakeholders, such as C-Suite executives, athletes, and television personalities and prepare comprehensive briefs for Dean Willow Bay.
- Provide general administrative support, including document preparation, mail handling, and monitoring office supplies.

The Daily Bruin

Podcast Coordinator • Feb 2021 - June 2021

- Produced the "What's Poppin'" and "Our First Time" Daily Bruin podcasts, and helped develop content, write scripts, and co-host both shows.
- Worked with the Podcast Producer to fact-check copy, QC audio quality, research materials, and organize interviews with guest speakers.
- Programmed the Daily Bruin podcasts on streaming platforms, such as Apple Podcasts, SoundCloud, and Spotify.

Social Media Assistant • Jan 2020 - June 2021

- Created engaging content and distributed it across the Daily Bruin's Facebook, Instagram, and X.
- Led a team of 10 interns and developed the Virtual Bullet Journal Instagram series to increase user engagement on the Daily Bruin's Instagram.
- Pitched ideas on a weekly basis and developed social media campaigns for special edition packages, such as PRIME and Enterprise.

The Walt Disney Company

Disneyland Media Rep • April 2018 - June 2018

- Assisted with television broadcasting and interviews during special events, such as the first-ever Pixar Fest and the opening of Pixar Pier.
- Coordinated media schedules and spokespeople, monitored interview content, and supported the set directors.

EDUCATION

University of Southern California

M.A. Public Relations and Advertising • 2026

University of California, Los Angeles

B.A. Communication • 2021

SKILLS

- Adobe Creative Suite
- Audience Segmentation
- Campaign Execution
- Collaboration
- Content Development
- CRM & Email Marketing
- Fluent Spanish
- Google Workspace
- Marketing Analytics
- Social Media Management
- Stakeholder Relations
- WordPress (CMS)

RELEVANT EXPERIENCE

My deep appreciation for pop culture and storytelling fuels my creativity, leading to moments like when Grammy Award-winning artist and Oscar-nominated actress Ariana Grande liked, commented on, and reposted one of my TikTok videos.