

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 communications and digital marketing, I possess strong expertise in strategic planning, multi-platform content creation, and writing. I recently obtained a Master of Arts in Public Relations and Advertising from the University of Southern California.

WORK EXPERIENCE

City of Garden Grove

Communications Specialist, 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 outlets, ensuring consistent outreach and engagement with the local and regional press.
- Collaborate with Emmy Award-winning Garden Grove TV3 to produce and publish digital content across the City's official social media platforms, including Facebook, Instagram, Nextdoor, and X.
- Lead cross-channel promotional campaigns for large-scale community events, managing media placements, project timelines, vendor partnerships, and coordination across internal teams and external partners.
- Research and develop Community Spotlight recognitions highlighting residents, businesses, and organizations that reflect the City's values, including honoree outreach, City Council meeting coordination, and script development for executive leadership.
- Executed a full rebrand of the City's CRM-based monthly newsletter and continue to manage audience segmentation, content scheduling, and performance analytics, maintaining open rates above 50%.

University of Southern California

Web Consultant, University Communications • May 2026 - Present

- Manage and update university web-based content, ensuring accuracy, accessibility, and adherence to brand and editorial standards.
- Collaborate with cross-functional teams to publish official university communications and implement timely website updates, including executive memos and other sensitive content.
- Conduct website audits and optimize digital content through metadata updates, homepage enhancements, and strategic content placement to improve user experience and content discoverability.

Graduate Research Assistant, Annenberg Office of the Dean • Aug 2024 - May 2026

- Served as the point of contact for a high-volume executive office, managing inbound communications, prioritizing requests, and ensuring timely resolution with professionalism and discretion.
- Conducted detailed research and develop briefing materials on high-profile stakeholders (C-suite executives, athletes, media figures) to support executive meetings and decision-making.
- Provided administrative and operational support, including cross-functional coordination, document preparation, and scheduling in a fast-paced executive environment.

Perception Metrics

Growth Marketing Consultant • June 2026 - Present

- Develop and execute growth marketing initiatives to increase brand awareness and market visibility for an AI-powered investor relations SaaS platform.
- Drive outbound business development through cold calling, LinkedIn prospecting, and targeted email campaigns to generate qualified leads and pipeline growth.

The Daily Bruin

Social Media Assistant • Jan 2020 - June 2021

- Developed and distributed engaging digital content across the Daily Bruin social media platforms, such as Facebook, Instagram, and X.
- Led and supervised a team of 10 interns, developing and launching the "Virtual Bullet Journal" Instagram series to drive user engagement.
- Pitched ideas every week and developed social media campaigns for special edition packages, such as PRIME and Enterprise.

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
- Campaign Management
- Canva
- Email Marketing
- Event Logistics
- Google Workspace
- Media Relations
- Microsoft Office
- Project Coordination
- Social Media Management
- Spanish (Fluent)
- Wordpress