

CARLOS D. QUEVEDO

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PROFESSIONAL EXPERIENCE:

PUBLIC RELATIONS ASSISTANT ACCOUNT EXECUTIVE

08/2024 - PRESENT

HERNANDEZ & GARCIA - LINCOLNWOOD, IL

Support PR and communications efforts for a leading global QSR brand (under NDA), managing integrated campaigns across earned, paid, and owned media channels to drive brand visibility and engagement.

- **Earned Media:** Pitched stories, secured organic media placements, and built influencer partnerships, resulting in positive coverage and community goodwill.
- **Paid Media:** Collaborated on paid influencer activations and sponsored content to amplify reach and target key audiences.
- **Owned Media:** Developed and distributed newsletters, email campaigns, social media content, and internal communications to engage stakeholders and reinforce brand messaging.
- Planned and executed high-impact community events and fundraisers, including a shoe giveaway providing over 3,000 pairs to underfunded Chicago communities and a turkey drive distributing more than 1,800 turkeys to families in need.
- Managed social media strategy, including content creation, scheduling, audience engagement, and performance tracking to grow brand presence.
- Assisted in presentation planning, pitch development, and client updates to support strategic account management.
- Monitored media landscape, prepared press materials, and contributed to crisis communication protocols to protect and enhance brand reputation.

EVENT AND TENT SPECIALIST

04/2023 – 05/2024

PALACE EVENTS - BLOOMINGTON,
IL

- Collaborated with co-workers to execute social events while maintaining consistent communication with the clients to ensure optimal customer satisfaction.
- Used organizational and project management skills to assist with coordination of event logistics and efficient event operations.

SALES SPECIALIST

01/2024 – 03/2024

RICHMOND MARKETING - BLOOMINGTON, IL

- Supported clients through the purchasing process of electrical plans to ensure a smooth transition when changing suppliers.
- Used interpersonal skills to conduct sales consultations with clients to better understand their service needs, explore plan options that were cost-effective, and to make suitable recommendations based on their needs.
- Assisted with process improvement and efficiency initiatives by staying up to date on industry trends for informed consumer choices and by sharing ideas based on findings with leadership.

CUSTODIAN AND EVENTS SUPPORT

05/2021 - 12/2023

OUR LADY OF PERPETUAL HELP, GLENVIEW IL

- Maintained a clean and orderly environment through custodial responsibilities.
- Collaborated with teachers and parents to set up and organize events, demonstrating effective communication.

EDUCATION:

- BACHELOR OF SCIENCE IN PUBLIC RELATIONS *COMPLETED 12/2023*
- MINOR IN POLITICAL SCIENCE *COMPLETED 12/2023*

ILLINOIS STATE UNIVERSITY, NORMAL, IL

LEADERSHIP EXPERIENCE:

RECRUITMENT CHAIR - SIGMA CHI FRATERNITY

01/2021 – 12/2021

ILLINOIS STATE UNIVERSITY, NORMAL, IL

- Implemented recruitment initiatives to achieve a 40% growth in membership in a semester.

TRIBUNE/ALUMNI CHAIR - SIGMA CHI FRATERNITY

01/2019 –

12/2020

ILLINOIS STATE UNIVERSITY, NORMAL, IL

- Secured over \$10,000 in alumni donations to use towards fraternity expansion and needs.

PROFESSIONAL CERTIFICATIONS:

- State Seal of Biliteracy in English and Spanish
- Hootsuite Platform Certification
- Hootsuite Marketing
- Certification Google Analytics Academy Certification

SKILLS:

- Earned Media Strategy & Pitching Paid Media Coordination (Influencer & Sponsored Activations)
- Owned Media Development (Newsletters, Email Campaigns, Internal Comms)
- Media Monitoring & Sentiment Analysis
- Crisis Communication Preparedness
- Social Media Strategy & Community Engagement Content
- Calendar Planning & Execution
- Performance Metrics & ROI Reporting (Google Analytics)
- Influencer Relationship Management
- Large-Scale Community Fundraising Execution Stakeholder Alignment & Partnership Development
- Cross-Functional Team Collaboration
- Bilingual Strategic Communication (English/Spanish)
- High-Pressure Adaptability & Quick Decision-Making
- Creative Problem-Solving
- Data-Informed Storytelling