

CARLOS A. RODRIGUEZ

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SUMMARY OF SKILLS

Highly motivated professional with strong skill set in public relations, healthcare writing and marketing, social media, and content development. As a proactive problem solver, I have built a reputation of being the “go-to guy” with a passion for simplifying the complex to achieve client objectives. Versed in various forms of written communications. Familiar with Muck Rack, Meltwater, Google Analytics, Microsoft Office, Hubspot, and Adobe Creative Cloud (including Audition, InDesign, and Photoshop).

EXPERIENCE

FREELANCE

Communications Consultant (2023-Present)

- Developed newsletter content and managed all marketing and social media for medical device company
- Conducted public relations efforts for a minority-owned restaurants in Chicago
- Coordinated media outreach, scheduled and directed press conferences, and managed media requests ahead of multiple international soccer matches in Chicago venues such as Soldier Field and SeatGeek Stadium

CRISP SOLUTION

Public Relations Associate (2021-2023)

Performed as a junior account executive, running team meetings, developing proposals, producing status reports, and leading creative brief meetings. Managed project deadlines, budget, and third party design teams. Crafted press releases, media pitches, media advisories, and PR reports to summarize campaign impact.

- Served as lead writer for a hospital-focused newsletter researching topics, writing profile stories, and promoting each issue
- Created storyboards to guide the digital group in developing interactive ads
- Supervised recruitment for market research projects, including drafting questionnaires
- Oversaw internship program for the agency, directing, reviewing, and guiding students
- Trained executives of fast-growing Midwestern drug diversion platform on media appearances

CHICAGO FIRE FC

Media Operations Assistant (2014-2023)

Coordinated media operations on first team game days, including press box management, interview transcription, stat-keeping, and translation for Major League Soccer's Chicago Fire FC. Managed the Club's interactions with reporters and the general public for minor league affiliate Chicago Fire II.

- Served as communications liaison between the Club, MLS and third-party sports analytics platform Sportec
- Selected as public address announcer for Chicago Fire FC II matches at SeatGeek Stadium
- Developed and managed media operations for all Chicago Fire FC II matches

ESPN CHICAGO

Promotions Contractor (2015-2019)

- Supported a leading Chicago sports radio station in executing promotional events during live remote broadcasts
- Managed promotional activities targeting sports fans, such as drawings and sampling

SKILLS

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| • AP Style writing | • Social media planning | • Market research |
| • Narrative writing | • Spanish fluency (Reading, written, spoken) | • Field marketing |
| • Copy editing | • Customer service | • Proofreading |
| • Search Engine Optimization (SEO) | • Account management | • Technical troubleshooting |

EDUCATION

DEPAUL UNIVERSITY

Graduated 2021

Bachelor of Arts, Public Relations and Advertising