

Selected Public Sector, Non-Profit & NGO Consulting Experience

(Cumulative 30 In-Person Months)

Name: Christopher "Keith" N. Carlos

[A]

Role: Independent Contractor & Marketing Communications Consultant

Location: California, United States

Engagement: 2 Years

Industry/Sectors:

Public Sector, Non-Profits, NGOs, Development Programs, Community Organizations, and Institutions

Selected Organizations:

- Families Forward
- Family Mentor
- Human Options
- International Press Academy
- Los Amigos Health Fund
- Newport Community Counseling Center
- Orange County Community Housing Corporation

Scope of Work:

- Delivered marketing communications and digital transformation initiatives.
- Assessed organizational communications and recommended best-practice improvements.
- Supported change management through modernization of digital communication platforms.
- Developed website strategies, information architecture, frameworks, content, and front-end design.
- Produced website content, messaging, and SEO copywriting to strengthen organic visibility and search performance.
- Designed websites, digital assets and user experiences, including UX/UI, site navigation, link architecture, and breadcrumb structures.
- Strengthened brand communications, positioning, messaging, and thought leadership across digital touchpoints.
- Conducted market planning, research, and analysis to support organizational objectives.
- Performed ongoing website maintenance, content management, and digital updates using CMS platforms.

Functional Expertise Demonstrated:

- Integrated Strategic Communications
- Stakeholder-Focused Communications
- Digital Communications
- Brand Strategy & Positioning
- Website Strategy & Information Architecture
- Graphic Design & UX/UI
- SEO Content Development
- Digital Transformation
- Market Research & Analysis
- Content Management

[B]

Role: Communications & Event Marketing Consultant

Location: Hollywood to Newport Beach, California and Las Vegas, Nevada, United States

Engagement: 1 Year applied to Public Sector and Non-Profits specifically

Industry/Sectors:

Arts, Entertainment (Film, Television, Music, Digital Media, Sports & Nightlife), PR/Media, Community Programs, Local Government, and Non-Profit Organizations

Scope of Work:

- Co-planned and executed integrated event marketing and communications initiatives.
- Produced promotional assets and communications materials across print and digital channels.
- Co-managed media relations, publicity, and stakeholder communications.
- Coordinated with international stakeholders, organizers, sponsors, partners, promoters, community representatives, and creative teams.
- Delivered event coverage, photography, and visual content for marketing, media, and communications.
- Developed website and digital content to support event promotion and audience engagement.
- Supported branding, messaging, and public awareness initiatives throughout the event lifecycle.
- Contributed to post-event reporting, communications assets, and knowledge products.
- Secured top-tier media coverage and significant editorial placement (e.g. Daily Variety).

Functional Expertise Demonstrated:

- Strategic Communications
- Stakeholder Engagement
- Event Communications & Support
- Public Awareness
- Media Relations
- Photography
- Branding & Creative Communications
- Digital Communications
- Content Development