

**Carlos Perez**  
Public Relations  
Class of 2011



*By Margarita Farias*

"I found myself unsure of what I wanted to do next," said Carlos Perez, now an account manager at Jeffrey Scott Agency (JSA). It was the end of his second year and he realized that this was his last chance to change majors without getting behind.

Perez sat in the office of Prof. Betsy Hays, the public relations adviser, knowing that he wanted to switch over to mass communication and journalism (MCJ). He said that Prof. Hays welcomed him and then proceeded to ask him why he wanted to switch to MCJ.

He answered honestly and said that he was an English major and that he didn't like the reading side of it. Perez believed public relations was a perfect fit for him because he loves theatre, public speaking and writing.

Perez said that as he progressed toward his last years in college, his PR classes got more fun and more real. He said that the PR campaign class prepared him for the real world of public relations. As part of his internship class he was the PR intern at the Lyles Center for Innovation and Entrepreneurship.

He said that Genelle Taylor, now executive director at the Marjorie Mason Center, was his director. After graduation Taylor helped him find a job at Valley Yellow Pages in the marketing department. Perez worked there for three months and was in charge of copy editing. He left after the probationary period because that wasn't something he wanted to do.

After creating a LinkedIn profile, an advertising agency approached him with a job offer. Perez said that he worked at the ad agency for nine months until the agency lost a major client and had to let go of some of their employees.

"I was one of the lucky ones," Perez said sarcastically.

Perez then posted on Facebook that he lost his job and that he was looking for a new one. Perez said Prof. Hays commented on his post and said that JSA was looking for an account coordinator.

"What I love about MCJ is that you really stay connected with your classmates and professors and they really help you out in the end," Perez said. "I wouldn't have thought that two years down the road Betsy would be helping me find a job."

Perez is now an account manager at JSA and serves as a liaison between clients and the agency, facilitating communication between both parties, ensuring that the client's needs are met on time and under budget.

Perez graduated *magna cum laude* in 2011 and remains involved with Fresno State. He currently sits on the board of directors for Fresno State's MCJ Alumni Chapter and is becoming involved with raising funds for Fresno State's Bulldog Pride Fund.