

Matthew Arado

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SKILLS & ABILITIES

- Content creation and strategy.
- Developing organizational narratives.
- Internal and external communications.
- Content management systems.
- Social media.
- Digital and content marketing.
- Writing feature articles, blog posts, profiles, and news items.
- Editing for voice, style, and mechanics (AP Style).

EXPERIENCE

Chicago City Day School

October 2019 – Current

Communications Director

- Oversee the public-facing narrative/storyline for the school.
- Write news stories for the website about people and programming at the school.
- Write formal communications for both internal and external audiences in the voice of the head of school or other administrators.
- Create content for social media channels, averaging four posts a week.
- Update all school website pages regularly to ensure content is relevant, accurate, and reflective of the school's larger narrative.
- Monitor public comments/reviews to maintain school's reputation in market.
- Manage the school's online profiles — Niche.com, Google, Private School Review.
- Shoot and edit photographs and video for the school's content outlets.
- Manage the school's multipronged digital, content, and print marketing efforts.
- Teach yearbook class and oversee yearbook production.
- Collaborate with multiple stakeholder groups — administration, faculty, parents, board of trustees.

Accomplishments:

- Led a total redesign of the school's website, focusing on storytelling and the user experience.
 - The redesigned site won the Marketing Effectiveness prize at the 2020 Summit International Awards.
- Boosted the school's social media efforts with regular posts, stories, and video.
 - Launched school pages on LinkedIn and YouTube.
 - Increased Facebook audience by nearly 60 percent and doubled Instagram following.
- Created and launched a password-protected Parents Portal on the website to increase connection with the school.

- o Used the Portal to digitize all school forms, making the process more convenient for parents.
- Designed and launched a weekly newsletter for school families.
 - o Open rates for the newsletter average 88%-90%.

GEMS World Academy — Chicago

February 2015 – September 2019

Associate Director of Communications

- Served as onsite communications lead for preschool-through-grade-12 school.
- Developed content for the school's website and social media channels.
- Wrote blog posts on issues in education.
- Compiled newsletter for school families.
- Wrote formal communications in the voice of school executives.
- Assisted with messaging for all marketing efforts.
- Assisted with production of the school viewbook, a glossy print publication.
 - o Viewbook won Best Print Brochure prize in the 2015 Horizon Interactive Awards.

Daily Herald

May 2006 – February 2015

Senior Writer/Copy Editor

- Wrote local news and feature articles for regional Chicago-area daily newspaper.
 - o Won Peter Lisagor Awards in consecutive years for excellence in arts reporting and investigative work.
- Developed sources in local government.
- Edited copy and wrote headlines for four feature sections.
- Designed front and inside pages for four feature sections using InDesign.
- Tailored articles for print and online audiences.
- Appeared on Chicago radio and television news programs to discuss stories.
- Thrived in a fast-paced, deadline-driven environment.

Freelance Work

- *Popmatters.com* — Wrote album reviews for prominent music & pop culture site, 2012-2014.
- *Daily Herald* — Write feature stories, primarily about arts & entertainment, for newspaper's feature sections, ongoing.

EDUCATION

Columbia College Chicago; Chicago, IL

Master of Fine Arts, creative writing

Lawrence University; Appleton, WI

Bachelor of Arts, English