

Matthew Arado

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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 4 posts a week.
- Enhance connections among the leadership team, employees, and customers.
- Update all pages of the school website 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 all of the school's content outlets.
- Manage the school's multipronged marketing effort — digital, content, and print.
- 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.
 - Redesigned site won the Marketing Effectiveness prize in the 2020 Summit International Awards
 - Collaborated with multiple colleagues while working remotely
- Boosted the school's social media efforts with regular posts, stories, 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.
 - Used the Portal to digitize all school forms, making the process more convenient for parents
- Designed and launched a weekly newsletter for school families.
 - 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.
 - 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.
 - Won Peter Lisagor Awards in consecutive years for excellence in arts reporting and investigative work, respectively.
- Developed sources in local government.
- Edited copy and wrote headlines for four features sections.
- Designed front and inside pages for four features 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

St. Ignatius College Prep; Chicago, IL

Honors Diploma

SKILLS & ABILITIES

Internal and external communications ● Developing organizational narratives ● Brand management ● Writing in the voice of executive leadership ● Content management systems for websites ● Social media ● Public/media relations ● Writing feature articles, blog posts, profiles, and news items ● Editing for voice, style, and mechanics (AP Style) ● Content marketing ● Content strategy ● Interview coaching ● Communications strategy