

Matthew Arado

COMMUNICATIONS PROFESSIONAL

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PROFILE & SKILLS

An exceptional communications professional with a background in content creation, journalism, P.R. and storytelling. Versatile, creative and deadline-oriented.

- Writing
 - Editing
 - Content strategy
 - Communication
 - Blogging
 - CMS (Blackbaud, WordPress)
 - Social Media
 - Creative thinking
 - Brand journalism
 - Photography
 - Collaboration
 - Interviewing
 - Content marketing
 - Leadership
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WORK EXPERIENCE

ASSOCIATE DIRECTOR OF COMMUNICATIONS

GEMS WORLD ACADEMY CHICAGO | FEBRUARY 2015-PRESENT

- Plans, creates and executes communications strategy for an independent preschool-through-12 private school
- Develops/maintains institutional voice and public-facing narrative about GEMS
- Generates content ideas that resonate with GEMS audience and beyond
- Writes and/or edits original news content for the GEMS website
- Oversees the school's social media content — Facebook, Twitter, LinkedIn, etc.
- Writes and/or edits content for the GEMS blog
- Updates school website via the CMS
- Compiles and sends school e-newsletters
- Tracks digital audience via Google Analytics and other tools
- Writes advertising copy as needed to promote GEMS brand
- Takes photos and shoots video of classroom and school activities for the web

**WORK
EXPERIENCE
(CONTINUED)**

SENIOR WRITER: NEWS AND FEATURES

DAILY HERALD | SEPTEMBER 2009-FEBRUARY 2015

- Wrote accurate, nuanced and compelling news and feature stories for regional daily newspaper
- Finished multiple projects under strict daily deadlines
- Provided video, images and graphics for a multi-platform audience
- Appeared on Chicago radio and television news programs to discuss articles

SENIOR WRITER/COPY EDITOR

DAILY HERALD | MAY 2006-SEPTEMBER 2009

- Edited copy for four features sections according to AP style
- Designed front and inside features pages for four sections using InDesign
- Created, launched and wrote weekly DVD review column
- Wrote features stories about health, entertainment and lifestyle trends

FREELANCE WORK

- *Daily Herald*: Music and entertainment features, ongoing
 - *Popmatters.com*: Music writing, 2012-2015
 - *Fictionary Magazine*: Assistant editor and contributor, 2012
 - *USA Today*: Articles for the Chicago City Guide, 2011
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**AWARDS &
HONORS**

- Selected for writing workshop led by Rebecca Makkai, finalist for Pulitzer Prize and National Book Award, 2016-2017
 - Best Print Brochure, GEMS World Academy, Horizon Interactive Awards, 2015
 - Gold Medalist Award, Fictionary, 2012
 - Peter Lisagor Award for Excellence in Journalism, Arts Reporting, 2011
 - Peter Lisagor Award for Excellence in Journalism, Investigative Reporting, 2010
 - Illinois Associated Press Award, Entertainment Writing, 2009
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EDUCATION

COLUMBIA COLLEGE CHICAGO

Master of Fine Arts, Creative Writing

LAWRENCE UNIVERSITY; APPLETON, WI

Bachelor of Arts, English