

# Matthew Arado

CONTENT, COMMUNICATIONS, STORYTELLING

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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
  - Blogging
  - Social Media
  - Content marketing
  - Creative thinking
  - Brand journalism
  - Photography
  - Website content
  - Interviewing
  - Leadership
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## WORK EXPERIENCE

### COMMUNICATIONS DIRECTOR

CHICAGO CITY DAY SCHOOL | OCTOBER 2019-PRESENT

- Planned, created and executed communications strategy for an urban private elementary school
- Led a full redesign of the school's website, with a focus on engaging storytelling and positive user experience
  - Website won the Marketing Effectiveness prize in the 2020 Summit International Awards
- Boosted the school's social media efforts — Facebook, Instagram, LinkedIn, and YouTube
  - Saw Facebook audience grow by nearly 60 percent and Instagram audience more than double; created new LinkedIn and YouTube profiles
- Managed school's online profiles — Google, Niche, etc.
- Shot photos and video of classroom and school activities for the web
- Taught yearbook class (seventh grade) and oversaw production
- Devised strategies and built asses for marketing efforts, including digital campaigns, social media, and traditional
- Launched weekly school newsletter

**WORK  
EXPERIENCE  
(CONTINUED)**

**ASSOCIATE DIRECTOR OF COMMUNICATIONS**  
GEMS WORLD ACADEMY | FEBRUARY 2015-SEPTEMBER 2019

- Served as primary on-site communications lead for preschool-through-12 private school
- Developed content for the school's website and social media
- Created and distributed weekly newsletter to school community

**SENIOR WRITER/COPY EDITOR**  
DAILY HERALD | MAY 2006-FEBRUARY 2015

- Wrote news and feature articles for regional Chicago-area daily newspaper
- Edited copy for four features sections according to AP style
- Designed front and inside pages for four features sections
- Wrote features stories about health, entertainment and lifestyle trends
- Won local, state, and national awards for reporting work

**FREELANCE WORK**

- *Daily Herald*: Music and entertainment features
- *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**

- Platinum Prize, Marketing Effectiveness category, 2020 Summit International Awards (for Chicago City Day School website)
- 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