

MATTHEW ARADO

WRITING, EDITING,
COMMUNICATIONS

PROFILE

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

CONTACT

(773) 750-2367
matthewarado@gmail.com
www.mattarado.com

SKILLS

- Writing
- Editing
- Content creation
- Communications
- Blogging
- Social Media
- Creative thinking
- Brand journalism
- Photography
- Website content
- Interviewing
- Content marketing
- Leadership

EXPERIENCE – COMMUNICATIONS

COMMUNICATIONS DIRECTOR

Chicago City Day School | Oct. 2019 - Present

- Planned, created and executed communications strategy for an independent preK-through-8 private school
- Led overhaul of school website, with a focus on strong storytelling and the user experience
- Increased the school's audiences on Facebook and Instagram with engaging posts, Stories, and Reels
- Launched the school's LinkedIn page
- Managed school's online profiles – Google, Niche, etc.
- Shot photos and video of classroom and school activities for the web
- Served as yearbook adviser, teaching yearbook class and overseeing production
- Managed all marketing efforts, including digital ad campaigns, social media, and content marketing
- Worked closely with the school's Admissions and Development teams to ensure cohesive messaging and identify opportunities for collaboration

ASSOCIATE DIRECTOR OF COMMUNICATIONS

GEMS World Academy Chicago | Feb. 2015 - Oct. 2019

- Served as primary on-site communications lead for preK-through-12 private school
- Developed news content for the school's website and social media channels
- Created and distributed weekly newsletter to school community
- Developed content for a school blog that covered topics and trends in education
- Oversaw production of the school yearbook (2019)

EXPERIENCE – JOURNALISM

SENIOR WRITER/COPY EDITOR

Daily Herald | May 2006 - Feb. 2015

- Wrote news and feature articles for regional Chicago-area daily newspaper
- Covered multiple news beats, including local government, crime, lifestyle trends, pop culture, and music
- Hit multiple daily deadlines in fast-paced multiplatform news environment
- 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
- Appeared on Chicago radio and television programs to discuss my stories
- Won local, state, and national awards for reporting work

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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

AWARDS & HONORS

- Platinum Marketing Effectiveness Award, Summit International Awards, for redesigned City Day website, 2021
- Selected for writing workshop led by Rebecca Makkai, a 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

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