

# Matthew Arado

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<https://mattarado.com>

## Summary

### SKILLS & ABILITIES

- Writing for print, the web, and social media
- Editing copy for style, mechanics, and voice (AP Style)
- Content strategy
- Content marketing
- Brand journalism
- Communications strategy
- Photo and video
- Content management systems
- Website management

## Experience



### Director of Communications

Chicago City Day School

Oct 2019 - Present (3 years 9 months)

- Created and executed a communications strategy for an urban independent elementary school
- Led a total redesign of the school's website, focusing on storytelling and the user experience
  - o Website won the Marketing Effectiveness prize in the 2020 Summit International Awards
- Boosted the school's social media efforts — Facebook, Instagram, YouTube, and LinkedIn
  - o Increased Facebook audience by nearly 60 percent and doubled Instagram following
- Wrote formal communications in the voice of the head of school
- Launched a weekly newsletter for school families
- Managed the school's online profiles — Niche.com, Google, Private School Review
- Created content (copy, images, video) for website and social media
- Taught grade 7 yearbook class and oversaw yearbook production
- Oversaw marketing print and digital marketing efforts



### Associate Director of Communications

GEMS World Academy - Chicago

Feb 2015 - Sep 2019 (4 years 8 months)

- Served as on-site communications lead for private preschool-through-grade-12 school
- Developed content for website and social media
- Created and distributed weekly newsletter to families
- Wrote formal communications in the voice of the head of school
- Developed messaging and strategies for both print and digital marketing efforts



### Senior Writer/Copy Editor

Daily Herald Media Group

May 2006 - Feb 2015 (8 years 10 months)

- Wrote news and feature articles for regional Chicago-area daily newspaper
- Edited copy and wrote headlines for four features sections
- Designed front and inside pages for four features sections
- Covered wide range of topics, including education, pop culture, health, and local government
- Won local, state, and national awards for my work

## Education



### **Columbia College Chicago**

Master of Fine Arts degree, creative writing



### **Lawrence University**

Bachelor of Arts, English



### **Saint Ignatius College Prep**

Honors diploma

## Skills

Content Marketing • Writing • Editing • Social Media Marketing • Website Updating • Content Strategy • Marketing Strategy • Strategic Communications • Internal Communications • Digital Marketing

## Honors & Awards



### **Platinum Prize, Marketing Effectiveness Award** - Summit International Awards

Mar 2021

An award honoring the design, content, and user experience of <https://www.chicagocitydayschool.org>.



### **Best Print Brochure** - Horizon Interactive Awards

2015

This award recognized the design and content of the GEMS World Academy Chicago viewbook.



### **Peter Lisagor Award for Excellence in Journalism** - Chicago Headline Club (SPJ Chicago Chapter)

2011

This award recognized excellence in arts reporting.