

MATTHEW ARADO

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*An exceptional communications professional with high-level skills in writing, editing and storytelling. Knows how to translate institutional messages for broad audience. Tech-savvy; understands SEO and how to use social media to engage an audience. Versatile, creative and deadline-oriented.
(A portfolio of work can be found at mattarado.com.)*

PROFESSIONAL EXPERIENCE

GEMS WORLD ACADEMY CHICAGO — CHICAGO, IL

An independent private school serving preschool through 12th grade

Associate director of communications (October 2016 – present)

- Plans, creates and executes communications strategy
- Develops/maintains institutional voice and public-facing narrative about GWA
- Generates content ideas that resonate with GWA audience and beyond
- Writes and/or edits original news content for the GWA website
- Oversees the school's social media content — Facebook, Twitter, LinkedIn, etc.
- Writes and/or edits content for the GWA blog
- 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

Digital marketing webmaster (February 2015 – October 2016)

- Updated the school's website
- Helped plan special events at the school
- Represented GWA at trade shows, fairs, etc.
- Helped design printed marketing collateral, such as brochures, fliers, etc.

DAILY HERALD — ARLINGTON HEIGHTS, IL

A daily newspaper with a combined digital/print audience of 930,000 readers

Senior writer: entertainment and news (September 2009 - February 2015)

- Wrote accurate, nuanced and compelling news and feature stories
- 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: features (May 2006- Sept. 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

Staff writer/assistant community editor (Sept. 1999-May 2006)

- Wrote or edited news articles and features on deadline

FREELANCE WORK

- *Daily Herald* and *PopMatters.com*: Music and entertainment features, ongoing
- *Fictionary Magazine*: Asst. editor, interview with author Edwidge Danticat, 2012
- *USA Today*: Articles for the Chicago City Guide, 2011

RECENT AWARDS

- 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: Master of Fine Arts, Creative Writing
- Lawrence University, Appleton, WI: Bachelor of Arts, English
- St. Ignatius College Prep, Chicago: Honors Diploma