Noelle Matonis

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Hardworking and creative marketing coordinator with strong communication skills and experience working with several organizations and businesses, eager to secure full-time marketing position. Ready to help team achieve company goals to increase engagement and drive results.

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| **Work History** |

Marketing Coordinator

*AmeriPro Roofing, Downers Grove, IL*

*Apr 2023 - current*

* Create digital graphic designs for social media posts on Facebook, Instagram, and Twitter.
* Edit videos for social media.
* Post informational videos on YouTube.
* Design emails, gather contact information using Power BI and organize it with Excel, and send them out using Mailchimp and WebFX’s email feature: Nutshell.
* Analyze results from email campaigns to gain insight and adjust them accordingly.
* Design and create monthly internal company newsletter using Canva and Flipsnack.
* Design graphics for physical materials such as posters, banners, postcards, brochures, stickers, magazines, and more.
* Manage marketing materials for career fairs AmeriPro attends by designing them, and communicating with the printing companies to ensure timely delivery.
* Research competitors’ methods and opportunities to improve marketing efforts such as website and social media.
* Created a marketing plan, which they did not previously have.
* Created a new logo for commercial roofing that is used as stickers placed on sales vehicles.
* Update siding color guides, using Adobe Illustrator and Photoshop.
* Idea generation for giveaways.
* Provide ideas and suggestions for improvement in all marketing aspects.
* Collaborate with marketing team to accomplish goals.

Social Media & Digital Media Manager, Host

*Chicago, IL*

*Sept 2022 - current*

* Interview bands for podcast and upload them to YouTube and most podcast streaming services, such as Spotify and Apple Music using Podbean.
* Post interviews, news, and reviews to website using WordPress.
* Edit interviews using Capcut video editing software.
* Use SEO features such as meta descriptions and outbound links to increase traffic to website.
* Promote interviews and blog posts by designing and posting graphics, videos, and reels on social media.
* Support branding and digital marketing messaging by engaging with followers on various social media platforms.
* Create and execute promotions.
* Post updates at least weekly on Instagram, Facebook, and Twitter.
* Use Canva to design posts.

Social Media Manager

*Memoriam Development, Naperville, IL*

*May 2022 - Aug 2022*

* During this summer internship, designed, created, and posted social media promotions for Memoriam Development, a production company that creates podcasts, stage shows, improv shows, etc.
* Suggested multiple recommendations to improve their website and social media presence.
* Supported branding, digital marketing messaging by engaging with followers on various social media platforms.
* Posted weekly updates on Instagram, Facebook, and Twitter.
* Created Facebook events to promote plays and improv events.
* Used Canva to design posts.

Disk Jockey, Assistant Promotions Director, Specialty Show Host

*WONC 89.1 FM, Naperville, IL*

*Feb 2021 - Aug 2022*

* Created and planned contests, giveaways, and more to promote station’s audience reach.
* Created and hosted new specialty show called Vocal Distortion every Monday for 30+ weeks, targeted to a segment not previously addressed and managed social media marketing for it. Designed logo for show. Promoted show on Instagram, Twitter, and Facebook.
* Talked over air and managed soundboard and computer system to play music.
* Answered call & text line, took requests, talked and interacted with listeners. Listening audience more than doubled from previous year for same timeframe. Engagement grew weekly, as evidenced by the number of calls and texts received from listeners tripling in this time.
* Took initiative to seek out, schedule, and conduct live interviews with bands.
* Wrote relevant articles for website about the kinds of music played on station. Posted on station's social media sites (Twitter, Instagram, Facebook).
* Found, researched, fact-checked and wrote scripts for relevant topics in local news.

Special Events Intern

*Naper Settlement, Naperville, IL*

*June 2021 - July 2021*

* Helped develop new ideas for community events, as well as completed various tasks to help set up certain events, such as a concert series and art fair.
* Designed, printed, and laminated signs, organized tickets and wristbands, and assisted with multiple event organizing tasks. Worked events.

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| **Education** |

Bachelor of Arts: Marketing

*North Central College – Naperville, IL*

*Sept 2018 - May 2022*

Awards:

* Dean's List all 4 years
* National Marketing Honors Society
* Elected marketing director on the Executive Board of the Weekend Programming Board which plans student events

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| **Additional Experience** |

* Collaborated with Weekend Programming Board to organize an expanded music festival (Spring Fest) at North Central to promote radio station, WONC.
* Communicated with all bands and made sure they had everything they needed to make show successful. Secured budget through board, researched bands and availability, negotiated contracts with multiple bands, organized set up and tear down for event, and took lead role in solving urgent issues at event. Received excellent feedback on event.
* Wrote Buzzfeed article “12 fun things to do for Thanksgiving when you can’t visit family” which generated 1,000s of organic views/reads, with zero budget. Link: <https://www.buzzfeed.com/thanksgiving2020/a12-fun-things-to-do-for-thanksgiving-when-you-c-3x7eq75g9l>
* Constructed marketing plan for Kawami Jewelry (online business) to grow their sales and better target a specific market segment. Researched, improving SEO.
* Conducted marketing research for 2 Fools Cider (Naperville start-up business), presented recommendations for improving social media interactions.
* Designed new, better organized website for family-owned e-commerce business, Fair Oaks Products LLC.