Noelle Matonis

1291 Lilac Ln Carol Stream, IL

[noellematonis@gmail.com](mailto:noellematonis@gmail.com)

A picture containing text, silhouette, clipart, vector graphics

Description automatically generated630-408-5048

https://www.linkedin.com/in/noelle-matonis-5366b0175/

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

|  |
| --- |
| *Icon  Description automatically generated* **Work History** |

Social Media & Digital Media Manager, Host

*LaMore Media L.L.C., Kankakee, IL*

*Sept 2022 - current*

* Design, create, and post social media promotions for Lamore Media, which includes Pop-Punk & Pizza Podcast on which I interview pop-punk bands.
* Interview bands for podcast.
* Post interviews to website using WordPress. Used SEO features such as meta descriptions and outbound links to increase traffic to website.
* Promote interviews and blog posts by sharing on social media.
* Support branding, digital marketing messaging by engaging with followers on various social media platforms, and creating and executing 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

*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.

|  |
| --- |
| Graduate Cap II Flat Round Icon - IconBunny **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

|  |
| --- |
| Blue, circle, edit, pen, pencil, write icon - Download on Iconfinder **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.