

Matthew Meade

matt.meade35@gmail.com | 222 W 33rd St, Chicago, IL 60616 | 312-613-9209

EDUCATION

Northwestern University Evanston, IL — *MS in Leadership for the Creative Enterprises*

August 2018 – August 2019

Beloit College Beloit, WI — *BA in English/Media Studies*

August 2012 – May 2016

PROFILE

Highly effective and oriented professional with an insatiable curiosity, creative approach and strategic mindset

PROFESSIONAL EXPERIENCE

City of Chicago, Department of Business Affairs and Consumer Protection

Chicago, IL — *Project Coordinator, Small Business Advocacy Division*

November 2024 – PRESENT

- Formulate, develop, and prepare written plans for a portfolio of economic and business development programs within the Small Business Advocacy team to support and strengthens Chicago's ecosystem
- Develop and implement operating policies and procedures to ensure the effectiveness of program operations; plan work schedules and priorities for project activities
- Oversee the administration of programs with various funding streams, ensures compliance with local, state, and federal regulations; manage budgets of federal work plans
- Coordinate and administer citywide business and economic development initiatives, departmental programs, and special projects of a complex and technical nature
- Establish timelines and implement processes to track and monitor the progress of projects and the accomplishment of key objectives
- Act as a liaison with City departments, public and private agencies, and business organizations to secure commitments in providing services to program participants, sharing program information, and obtaining additional funding support

University of Illinois Chicago Chicago, IL — *Events Associate, College of Nursing*

July 2024 – November 2024

- Enacted a program of events and functions for the College of Nursing Office of the Dean, including the Power of Nursing Leadership event, ensuring college priorities and initiatives were reflected
- Collaborated in event program development (i.e., recruitment, facilitates coordination, briefing of speakers/presenters, protocol and etiquette, allocation of resources, etc.); provided event production assistance; and ensured compliance with University and State policies and procedures
- Developed templates for effective event planning and evaluation (e.g., Scope Statement, Business Case, Project Charter, Issue Log, Work Breakdown Structure [WBS], WBS Dictionary, End Reports and Lessons Learned, archiving for historical records to use for evaluating future initiatives, budget review, etc.)
- Drove continuous improvements for future events through critical analyses of progress and/or adverse

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trends, as a resource for best practices in planning and executing signature events for the College

- Conducted vendors, venues, contract negotiations, and related logistics for special events and functions across the college

World Business Chicago Chicago, IL — *Event Manager, Public Sector Investment Strategy*

May 2023 - February 2024

- Managed over 30 events — including the Chicago Venture Summit, Workforce Symposium, and Small Business Tech Summit — resulting in a 15% growth in event attendance
- Administered event-focused goals regarding strict budgets, contract negotiation, marketing & communication, and day-of technical support and production planning
- Deployed one million dollars in federal funding to diverse vendors focused on small businesses and minority communities, all while coordinating capacity-building programs for beneficiaries
- Oversaw additional staff members to ensure KPIs are monitored, including the number of dollars spent on each event and vendor, the number of primary beneficiaries, the number of minority and women-owned vendors, the scope of our marketing reach, and the “Pro-Chicago decisions” made
- Delivered high-quality experiences emblematic of the organization's mission to attract businesses to the City

City of Chicago, Office of the Mayor Chicago, IL — *Advance Associate*

April 2022 - May 2023

- Executed on-site logistics of large and small-scale events, including press conferences, ribbon cuttings, ground-breakings, roundtables, and internal meetings
- Provided the principal with an opportunity to communicate the best and most appropriate message in a well-suited setting to (and helps amplify) the message
- Coordinated with city departments, outside agencies, and local, state, and national media to ensure that the message was reported to those physically present, online, and the largest possible audience
- Guaranteed that local hosts, officials and citizens are left with a favorable impression of the principal and the character of the Mayor's Office - to strengthen the relationship between the Mayor and the community
- Served as a liaison between the Mayor's office and external partners
- Managed and provided support to principals before, during, and after events
- Assisted in reviewing and considering of over 100 invitations addressed to the Mayor every month

Northwestern University Chicago, IL — *Marketing Events and Operations Assistant*

December 2019 - April 2022

- Assisted in the planning and execution of various University events, including Online Information Sessions, Lunchtime Table Talks, and in-person meetings, resulting in 20% growth in program outreach
- Expanded and handled communication calendars, source and booking club and outside marketing chances resulting in an increase in number of events booked
- Tracked Marketing and Enrollment Management team spending against planned budget lines, ensuring all benchmarks were spent by fiscal year end, and served as team resource and “owner” of financial processes

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- Brainstormed new and fresh content and collaborated on ideation, copywriting, and execution planning for a “content machine” to feed social media channels, including Facebook, Instagram and LinkedIn

Chicago White Sox Chicago, IL — *Marketing Ambassador*

April 2017 – April 2020

- Aided the ideation of social media campaigns and activations and coordinated and prepared projects with internal staff members such as Virtual Reality and the official White Sox App
- Operated numerous marketing programs at Guaranteed Rate Field during White Sox home games, including the Kids Club, Rookie Corner, and MLB Ballpark app Check-In kiosk
- Communicated program logistics effectively with all fans, answered their logistical questions, and maintained a positive, outgoing demeanor while interacting with fans and ballpark staff
- Researched social strategies of other professional teams across sports and reported findings in bi-weekly staff meetings to implement into existing White Sox approaches
- Supported MLB led initiatives and other special projects, including the #SoxSocial promotion, and assisted with the development of new and innovative ways of enhancing the White Sox community and fan base