

Joe McArdle

Phone: (847) 322-1531 | Email: hey@joemcardle.com | Portfolio: joemcardle.com

WORK EXPERIENCE

ESPN CHICAGO (GOOD KARMA BRANDS / THE WALT DISNEY COMPANY)

OCT 2009 - PRESENT

Production Director - Commercials and Imaging | Chicago, IL

- Write, record, and produce multiple versions of ads using various stylistic preferences that best capture the listeners' attention.
- Produce best-in-class promos and station imaging, including creative for the Chicago Bears, Chicago White Sox, Chicago Bulls, the NBA, the NFL, MLB, and the NCAA Football and Basketball.
- Generate innovative ideas for marketing campaigns, product launches, and brand storytelling.
- Present creative concepts and campaign ideas effectively, utilizing strong storytelling skills to inspire stakeholder buy-in and drive project success.
- Leverage customer feedback and performance analytics to refine messaging and optimize results.
- Synthesize campaign ideas and craft stories that captivate audiences and meet marketing objectives.
- Introduce and implement the creation of "spec" spots to allow prospective clients to hear what their brand can sound like on the air, resulting in sales closes and additional revenue.

COLUMBIA COLLEGE

AUG 1990 - DEC 2011

Radio Production Instructor | Chicago, IL

- Taught all aspects of radio production and broadcast communications in a classroom setting.
- Co-developed advanced-level radio production course, including higher-level creative concepts, station branding, and promotions.
- Planned, developed, and facilitated 1-day intensive radio production workshops for adolescents.

NEWSWEB CORPORATION, NINE FM / WCPT

JAN 2005 - DEC 2009

Operations Manager / Program Director / Production Director | Chicago, IL

- Managed the staff and operation of a three FM signal music group and a News/Talk AM station.
- Oversaw all aspects of the content and advertising creative processes including writing, voicing, and enhancing production through bespoke customization.
- Served as the station "voice" for company imaging.

93 XRT / THE SCORE

JAN 1993 - DEC 2003

Creative Services Director | Chicago, IL

- Directed a staff of creative writers and producers, overseeing projects from concept to completion.
- Conceptualized, wrote, and developed promotional marketing, advertising, and imaging.
- Organized, programmed, produced, and coordinated live on-site events including multi-band concerts and fireworks shows, optimizing the audience experience.
- Received team honor from the City of Chicago for community service following 9/11 attacks.

Morning Show Producer | Chicago, IL

- Produced the Lin Brehmer Show, the longest running morning show on Chicago radio.
- Crafted stories with audio montages and thematic programming.
- Spearheaded the development and production of over 300 episodes of *The XRT Files*, chronicling the radio station's history.

ADDITIONAL CAREER HIGHLIGHTS

STARBUCKS

2005

- Developed audio documentary as an entry to a nation-wide corporate competition about the Starbucks experience.
- Weaved together customer anecdotes to create a story about family, friendship, and community, all bonded by a cup of coffee.

RAINBOWS.ORG

2004

- Served on the Marketing Board for a charity that helps children navigate grief and heal from loss.
- Redesigned and improved organization's marketing brochure, consolidating and reorganizing copy to more effectively reach target audience.

CITY OF CHICAGO

2002

- Collaborated with the City of Chicago mayor's office to create an American music experience honoring the first New Year following September 11 while also commemorating the tragedy.
- Designed the sonic accompaniment to the city-wide New Year's Eve Firework Shows, bringing this concept to life.

THE CHICAGO READER

1996

- Conceptualized, created, and installed the audio accompanying a visual exhibition celebrating the 25th anniversary of the newspaper, augmenting visitors' overall experience.

INDUSTRY AWARDS

- IBA Silver Dome Award – Best Continuing Coverage 2022
- IBA Silver Dome Award – Best Station Promo 2022
- IBA Silver Dome Award – Best Commercial Humorous 2022
- IBA Silver Dome Award – Best Continuing Coverage 2021
- IBA Silver Dome Award – Best Commercial Humorous 2021
- Achievement in Radio Award for Best Public Service Announcement 2002
- New York International Award for Best Documentary 1998
- Associated Press Award for Best Documentary 1998
- Peter Lisagor Award for Best News Documentary 1998

EDUCATION

BACHELOR OF ARTS, BROADCAST COMMUNICATIONS

Columbia College | Chicago, IL

Joe McArdle