

JON A. ZAGHLOUL



Seeking to cultivate measurable brand awareness, positive public standing, and company profitability through a passion for progress and track record of success.

PROFESSIONAL EXPERIENCE

CITY OF AURORA

Digital Communications Coordinator

Aurora, IL

December 2022 – Present

- Leading development, maintenance, and management of the City of Aurora's new website
- Heading content development, marketing strategy, and brand remodeling of Aurora Community Access Television
- Established the first-ever 24/7 municipal Twitch channel in America
- Managing web updates on Aurora's current website
- Providing assistance on Aurora's Open Data Portal
- Serving as a community liaison for the Mayor's Office
- Trained and skilled in Civic Plus site management, Wix site building, City Base CMS, Hygraph content platforms, and Screendoor form builder

STC MEDIA, LLC

President, Director of Marketing and Communications, On-Air Talent

Chicago, IL

August 2013 – Present

- Podcasts featuring special guests including Michael Vick, Warren Sapp, Roger Clemens, Jerome Bettis, Dan Hampton, Ozzie Smith, Metta World Peace, Fergie Jenkins, B.J. Upton, Carlos Zambrano, Barry Zito, Sean Spicer, Anthony Scaramucci, David Meltzer, Ron Rivera, Bill Cowher, Jim McMahon, Ryan Dempster, Paul Konerko, Eric Byrnes, Shawn Marion, Rick Barry, Carlos Boozer, Charles Tillman, Thomas Jones, Doug Gottlieb, Len Kasper, Joe Davis, Kevin Harlan, Brian Anderson, Bob Nightengale, Tom Verducci, and more
- Podcast has 829 ratings on Apple Podcasts
- YouTube channel has 18,100 subscribers and over 1,200,000 views through targeted growth strategies
- Articles featured on MLB.com/blogs
- MLB, NFL, and NBA accredited writer
- Negotiated key licensing deals for TV and radio
- Spearheaded digital sales efforts, recruiting clients such as State Farm and True Classic Tees
- Managing over 20,000 followers on STC Media's social media accounts
- Trained and skilled in WordPress site management, Podtrac analytics, and YouTube analytics
- Supervising audience retention and growth across social media and digital media platforms

AM 1530 WCKG CHICAGO

Brand Manager, Communications, On-Air Talent

Chicago, IL

April 2020 – September 2022

- Acquisition of "The Sick Podcast" with Adam Rank of the NFL Network, "The No Name Football Podcast" with former Bears Olin Kreutz and Jason McKie, and "Faith On The Field" with Rob Maaddi
- Negotiated and delivered on bringing Iowa Hawkeyes Football to WCKG
- Oversaw stream and app management of WCKG
- Assisted in six-figure sale of Q101 brand to Cumulus Media
- Managed over 100,000 followers on WCKG's social media accounts
- Trained and skilled in Megaseg, LogMeIn, Securenet Systems, BMI, and Buffer
- Headed communications for Matt Dubiel For U.S. Senate, producing 90,000 votes in the Illinois Republican Primary
- Increased listenership by over 2,000% via program acquisition, website management, and social media campaigns
- Host of Sports Talk Chicago, a two-hour weekend sports show
- Shows featured special guests including Warren Sapp, Jose Canseco, John Tesh, Billy Wagner, Jason Whitlock, John Stossel, Tim Kurkjian, Jon Anik, Matt Vasgersian, Jon Sciambi, Mike North, Benjamin Allbright, Dean Blandino, Todd Grisham, Mark Giangreco, Mark Schanowski, Chuck Swirsky, Dave Eanet, and more
- Featured in the *New York Daily News*, *Chicago Tribune*, Fox News, TMZ, The Federalist, and Awful Announcing through personal PR campaigns

VPOD TV, ANTENNA TV CHANNEL 59.3*On-Air Talent***Chicago, IL***September 2021 – September 2022*

- Host of Sports Talk Chicago, a half-hour daily sports show
- Gave in-depth analysis on Chicago's major sports teams, plus national headlines
- Show featured special guests including Bret Boone, David Haugh, Randy Mueller, Scott Kaplan, Todd Fuhrman, Teddy Greenstein, and more
- Show aired on 10 million homes in Chicagoland via antenna television and Roku

THE CRESTWOOD PANTHERS-MIDWEST COLLEGIATE LEAGUE*Director of Broadcasting and Media Relations***Crestwood, IL***May 2019 – August 2021*

- Play-by-play broadcaster for Panthers Baseball
- Composed game recaps and press releases for distribution across media e-mail list, team website, and social media
- Adhered to AP Style
- Maintained team's website and social media accounts
- Managed team and individual player statistics
- Featured on ESPN's SportsCenter: AM

22nd CENTURY MEDIA*Reporter/Columnist***Tinley Park, IL***September 2017 – April 2020*

- Composed monthly sports column with opinions pertaining to local sports
- Staff reporter for weekly high school sports articles
- Each article reached over 90,000 subscribers

88.5 WHPK-FM*On-Air Talent***Chicago, IL***October 2018 – March 2020*

- Host of Sports Talk Chicago, a one-hour weekly sports show
- Gave analysis on all of Chicago's major sports teams, along with University of Chicago athletics
- Featured interviews with the biggest names in sports, as well as University of Chicago athletes and coaches

VICTOR J. ANDREW HIGH SCHOOL TELEVISION*Sports Broadcaster***Tinley Park, IL***October 2014 – May 2018*

- Play-by-play broadcaster for varsity basketball and football
- Named National Broadcaster of the Year in conjunction with NFHS Network in 2018
- Interviewed athletes and coaches for pregame, postgame, or halftime segments
- Finished top three in the country for three consecutive years in broadcasting in conjunction with NFHS Network

EDUCATION

THE UNIVERSITY OF CHICAGO*BA, Economics***Chicago, IL***October 2018 – March 2022*

- Participant in the University of Chicago Careers in Journalism, Arts, and Media Program

ADDITIONAL SKILLS

- Critical thinker; able to develop compelling arguments and opinions
- Enthusiastic, energetic, and outgoing personality
- Proficient at public speaking
- Adept with Microsoft Office, Word, PowerPoint
- Skilled with Google Documents, Slides, and Sheets
- Experienced with WordPress site management and design
- Social media proficiency (Twitter, Instagram, Facebook, Snapchat, TikTok)
- Creative, confident, well-organized, detail-oriented, strong leadership background
- Ability to listen, understand, and act on any situation