

SHELBY LIGON

CONTACT

+1830-459-2329

shelbyligon92@gmail.com

Kerrville, TX 78028

SUMMARY

Growing up in a pocket of the Texas Hill Country with a distinct art culture all its own, I believe that I am uniquely suited to join almost any team with an artistic endeavor. My experience has allowed me an exclusive understanding of how essential it is for a community to work towards something that will outlast them, and yet benefit generations to come.

EXPERIENCE

MARKETING & ADMINISTRATIVE MANAGER

Fredericksburg Theater Company | Fredericksburg, TX | August 2022 to Present

- Process tickets sales & donations via operational CRM. Answer queries, provide information on ticket & gallery sales, as well as donations, and maintain membership records.
- Oversee administrative tasks including filing, data entry, making deposits, publicity mailing, and accounting, payroll, and reconciliation through Quickbooks.
- Manages website, Playbill design, social media content, and marketing.

MEMBERSHIP COORDINATOR

Arcadia Live | Kerrville, TX | September 2021 to March 2022

- Processed new members via operational CRM. Answered queries, provided information, devised regular communication activities, and maintained membership records. Developed & scheduled Member Events on a monthly, seasonal, and yearly basis which included implementing strategies to recruit new members.
- Developed a marketing calendar and brand/method that could be replicated based on the event, and expected show profit.
- Designed templates for event posters, social media images and the monthly newsletter, as well as website optimization.
- Peer-reviewed grant applications and helped to implement the Theory of Change, and starbursting sessions with board members.

ASSISTANT VISUAL ARTS DIRECTOR/WORKSHOP COORDINATOR

Hill Country Arts Foundation/Texas Arts & Crafts Fair
Ingram, TX | August 2014 - September 2021

- Coordinated, scheduled, and handled registration for all art workshops, free community art talks, exhibits, and studio rentals throughout the year.
- Processed workshop registration, art sales, sponsor/membership tracking, and art camp attendance. Answered queries, provided information, and maintained membership records.
- Managed numerous social media profiles, developed website optimization, wrote press releases, designed posters/social media images.
- Peer-reviewed grant applications and helped to implement the Theory of Change with Development Director.

EDUCATION

B.A. IN ENGLISH

Schreiner University
Kerrville, TX

CERTIFICATIONS

NONPROFIT MANAGEMENT

University of Colorado
Colorado Springs

May 2023

Relevant Skills: Management

GRANT WRITING A TO Z

University of Colorado
Colorado Springs

June 2023

Relevant Skills: Peer Review,
Grant Writing

DIGITAL/SOCIAL MARKETING

HubSpot

Expires June 2025

Relevant Skills: Marketing

GROWTH-DRIVEN DESIGN

HubSpot

Expires June 2025

Relevant Skills: Web Design