

SHELBY LIGON

CONTACT

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📍 Kerrville, TX 78028

ABOUT ME

Experienced arts and media professional with a background in editorial operations, visual arts coordination, and theater management. Proven ability to enhance operational efficiency, manage creative content, and engage community audiences.

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

EXPERIENCE

ASSISTANT MANAGING EDITOR

Kerrville Daily Times | Kerrville, TX | February 2024 to Present

- Support editorial workflow through article assignments, editing, and layout using InDesign (three editions/week).
- Write and edit news content that reflects local interests, adhering to AP style and ethical standards.
- Demonstrate sound editorial judgment, including an understanding of institutional guidelines on ethics, tone and subject matter.
- Edit stories for clarity, accuracy, readability, content, style and grammar for the newspaper, website and magazines.
- Assist with photography and additional reporting duties; maintain awareness of industry trends and editorial direction.

THEATER & MARKETING MANAGER

**Fredericksburg Theater Company | Fredericksburg, TX |
August 2022 to February 2024**

- Processed ticket sales, donations, and memberships using CRM systems; maintained detailed financial and membership reports.
- Updated organizational practices to align with mission, streamlining receipt/invoice systems to improve accounting efficiency.
- Innovated receipt and invoice systems, reducing inconsistencies, and increasing accountant productivity.
- Evaluated and purchased equipment to enhance productivity.
- Managed website, designed Playbills, created social media content, and coordinated marketing campaigns.
- Collaborated with team members to develop and review grant proposals, ensuring clarity, consistency, and alignment with funder requirements.

ASSISTANT VISUAL ARTS DIRECTOR/WORKSHOP COORDINATOR

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

- Coordinated registration and scheduling for workshops, community art talks, and studio rentals to optimize attendance.
- Processed workshop enrollments, art sales, and sponsorships via CRM; maintained detailed financial and membership reports.
- Managed social media accounts; designed promotional materials and maintained website presence.
- Conducted thorough research to identify suitable grant opportunities aligned with organizational goals, including funding sources, eligibility criteria, and submission deadlines.

ACES CERTIFICATE IN EDITING

Poynter Institute

December 2023

Relevant Skills: Copyediting