

CONTACT

✉ shelbyligon92@gmail.com
📍 Texas, United States

EDUCATION

B.A. IN ENGLISH
Schreiner University
Kerrville, TX

KEY SKILLS

- AP Style
- Multi-Beat Reporting
- Interviewing & Research
- Multimedia Storytelling
- Public Relations
- Audience Engagement
- Social Media
- Copywriting
- Canva & InDesign
- SEO Best Practices
- CMS Proficiency

EXPERIENCE

FREELANCE REPORTER

Austin Free Press | Austin, TX | September 2025 – Present

- Write original news stories on local policy, community issues, and city government, meeting tight deadlines with accurate, well-sourced coverage.
- Collaborate with editors to shape story angles, refine structure, and ensure alignment with the outlet’s editorial standards.
- Produce digital-ready copy with attention to SEO best practices, clean formatting, and clarity for online audiences.

ASSISTANT MANAGING EDITOR

Kerrville Daily Times | Kerrville, TX | February 2024 to October 2025

- Oversaw the entire editorial workflow for a rural triweekly newspaper, from pitch development and assignments to editing, page design, and final proofing.
- Reported on and wrote local news and features with an emphasis on accuracy, balance, and community impact. Covered multiple beats as needed.
- Edited across platforms for print, web, and magazine.

THEATER & MARKETING MANAGER

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

- Wrote press releases, promotional copy, and event coverage for print, web, and social media.
- Managed multi-channel marketing campaigns and designed Playbills to enhance audience engagement.
- Coordinated media outreach and community partnerships to boost event attendance.
- Contributed to grant proposals and funding requests, ensuring alignment with funder requirements.