

SHELBY LIGON

CONTACT

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- 📍 Texas, United States

EDUCATION

B.A. IN ENGLISH

Schreiner University
Kerrville, TX

KEY SKILLS

- AP Style Editing
- Rural Newsroom Operations
- Multi-Beat Reporting
- Page Layout & InDesign
- Interviewing & Research
- Multimedia Storytelling
- Social Media & Audience Engagement
- Grant Writing & Proposal Editing

EXPERIENCE

ASSISTANT MANAGING EDITOR

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

- Oversee the entire editorial workflow for a rural triweekly newspaper, from pitch development and assignments to editing, page design, and final proofing.
- Report and write local news and features with an emphasis on accuracy, balance, and community impact.
- Edit across platforms for print, web, and magazine.
- Adapt quickly to breaking news in a limited-resource environment, covering multiple beats as needed.

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.

ASSISTANT VISUAL ARTS DIRECTOR

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

- Produced event copy, promotional materials, and social media content to drive attendance.
- Coordinated interviews, art talks, and workshops, serving as liaison for local media.
- Facilitated artist relations and community engagement for large-scale cultural events.