

# SHELBY LIGON

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## CONTACT

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📍 Texas, United States

## ABOUT

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

### ACES CERTIFICATE IN EDITING

Poynter Institute

December 2023

Relevant Skills: Copyediting

## 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.