

SHELBY LIGON

WWW.SHELBYLIGON.COM

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📍 Austin, Texas

SUMMARY

Editorial and digital communications professional with experience reporting, editing, and producing audience-focused content across nonprofit and community-centered environments. Strong background in AP style editing, digital publishing workflows, and translating technical or policy-related topics into accessible storytelling for broad audiences.

EDUCATION

SCHREINER UNIVERSITY

Kerrville, Texas

- B.A. in English

WORK EXPERIENCE

2025 - Present

Austin Free Press | Austin, Texas

Editorial Manager

- Manage digital publishing workflows from editorial development through online distribution.
- Write and optimize headlines, metadata, and social copy for audience-facing digital content.
- Collaborate across editorial and operations teams to maintain publishing schedules and content consistency.
- Support digital storytelling efforts through accessible, audience-focused communication and editorial organization.

2024 - 2025

Kerrville Daily Times | Kerrville, Texas

Assistant Managing Editor

- Coordinated editorial production workflows for print and digital publication in a fast-paced newsroom environment.
- Edited and proofread content for clarity, accuracy, accessibility, and AP style consistency.
- Reported on nonprofit, community, arts, education, and public policy topics for regional audiences.
- Adapted stories, headlines, and social copy for digital platforms while balancing multiple fast-moving deadlines.

SKILLS

- Digital Communications
- AP Style
- Editorial Production
- Copy Editing & Proofreading
- Social Media Content
- Audience Engagement
- Email & Web Content
- Digital Publishing Workflows
- Research & Interviewing
- WordPress
- Google Workspace
- Canva
- SEO Optimization
- UX Writing
- Cross-Functional Collaboration

■ 2022 - 2024

Fredericksburg Theater Company | Fredericksburg, Texas

Marketing Manager

- Developed audience-facing content for websites, email campaigns, social media, and community outreach initiatives.
- Supported nonprofit communications and public engagement efforts through digital and print marketing materials.
- Maintained website and marketing content across multiple digital platforms.
- Assisted with scheduling, reporting, membership communications, and operational coordination.

■ 2014 - 2021

Hill Country Arts Foundation | Ingram, Texas

Assistant Visual Arts Director

- Supported operational coordination for public arts programming, exhibitions, and community events.
- Collaborated across creative and administrative teams to support outreach, audience engagement, and event logistics.
- Assisted with reporting systems, documentation, and project coordination across multiple concurrent initiatives.
- Developed and organized audience-facing content for web, email, and social platforms with a focus on clarity and accessibility.