

ELIZABETH THORNTON

she/her | (407)-492-3171 | elizabethannthornton123@gmail.com | 



SUMMARY

Energetic and passionate multi-disciplinary professional with BA degrees in Marketing and Theatre at Flagler College in St. Augustine, Florida. Prepared to use my knowledge of advertising, theater, public relations, and consumer research to seek an opportunity to gain marketing experience at your company.



EDUCATION

Bachelor of Marketing & BA in Theatre Arts Minors in Arts & Business Administration

Flagler College | St. Augustine, FL

GPA: 3.42 | Dean's List Student

Clubs: President of Alpha Psi Omega

- Plan bi-monthly meetings with club members
- Organize and develop fundraisers for club and Broadway Cares: Equity Fights AIDS
- Collaborate with club leaders in the creation of events within the department



SKILLS

- Proficient in the Google and Microsoft Suites, Canva, and Qualtrics
- Proficient with Audience View Campus (University Tickets)
- Experience with Statistical Package for the Social Sciences (SPSS)
- Experience with Wix
- Experience with Instagram, Twitter, and Facebook
- Customer engagement
- 12+ years of theatre experience



EXPERIENCE

Assistant Executive Director & Marketing Director

Shepardfest | January 2020-Present

- Key collaborate in the development of the first annual theatre festival, Shepardfest, hosted in St. Augustine from August 13th-15th, 2021
- Manage all aspects of the social media, including development and all key engagement metrics
- Lead the management of the box office including forecasting, tracking sales, and tickets sold

Box Office Manager

Flagler College | August 2019-Present

- Ensure patrons of shows had a welcoming experience when entering the theatre
- Organize ticket sales and manage website
- Supervise box office staff and provide quality service to patrons by creating work schedules and highlighting individuals skills

Marketing Coordinator Intern

Amplifyer | May 2020-August 2020

- Create and organize prospect list
- Develop content for LinkedIn
- Collaborate with clients to assist marketing collateral
- Oversight and implementation for social media, marketing efforts, and account creation

Content Writer

Performer Stuff | August 2019-March 2020

- Engage theatre artists by writing various articles that apply to different fields of theatre
- Research and specialize in article topics to ensure the best content to readers
- Requirement of writing, grammar, and editing skills