

Elissa Shortridge

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Experience

Transwestern Commercial Services

MARKETING ASSOCIATE

APRIL 2014 – PRESENT

Marketing Associate for national commercial real estate firm. Designs and coordinates a variety of marketing collateral, including offering memorandums, brochures, HTML emails, and proposals. Writes press releases and coordinates with local PR firm on the distribution of announcements. Maintains project budgets, team websites, and contact databases. Provides administrative support, including filing of expense reports.

Steppenwolf Theatre Company

FRONT OF HOUSE

JAN. 2012 – JULY 2014

Worked a variety of positions including House Manager, Concierge, and Bartender. Trained a new staff of volunteers each night to usher sold-out performances. Wrote nightly house reports, following up on the events of each night's performance from a front-of-house perspective. Provided assistance for the theatre's accessibility programming, including American Sign Language interpreted performances and Audio Described performances for the deaf and blind.

Victory Gardens Theater

GRAPHIC DESIGN ASSOCIATE

SEPT. 2012 – AUG. 2013

Designed all print and web imagery for the promotion of the theatrical season including advertisements, animated web buttons, and multi-page mailers. Cultivated the brand's identity across a variety of materials, creating a consistent public image. Maintained and continually developed the organization's website. Worked within the marketing department to plan new strategies and cultivate group sales.

Actors Theatre of Louisville

GRAPHIC DESIGN INTERN

AUG. 2010 – MAY 2011

Designed and produced publicity campaigns including posters, postcards, and mailings, communicating with multiple print shops for production. Sold tickets and promoted the theatrical season while at large on-site events including street fairs and festivals. Maintained website using WordPress, including the creation of new pages.

Skills

ADOBE CS6, CREATIVE CLOUD

InDesign, Photoshop, Illustrator, Dreamweaver

MICROSOFT OFFICE

Word, Excel, PowerPoint, Outlook

DATABASE AND CMS

Tessitura, WordPress, Microsoft SharePoint, Basecamp, Constant Contact, MailChimp

OTHER

Basic American Sign Language

Education

UNIVERSITY OF NEBRASKA

Johnny Carson School of Theatre and Film
Graduated May 2010

B.A. in Theatre Arts
Emphasis in Theatre Management

References

Available upon request.