

ELIZABETH A. PADGETT

(832) 259-6569 | elizabethpadgett.atx@gmail.com | Austin, TX

For Published Writing, Social Media, and Design samples visit: www.ElizabethAPadgett.com

Education

Bachelor of Science in Professional Writing, 2014, University of Houston-Downtown, Houston, TX

Professional Experience

Distance Learning Media | Remote, Austin, TX | 11/2022-current

COMMUNICATIONS MANAGER

- Collaborate with the City of Austin Economic Development office for their Small Business Program
- Research and create social media posts for Texas agencies in Government IT Management and Healthcare Facility Management
- Assist with DLM email management and internal communications

The Flower Studio | Austin, TX | 02/2020-12/2022

ADMINISTRATIVE AND MARKETING COORDINATOR

- Created new product inventory, catalog, and SEO rich website increasing sales by (200%)
- Designed all internal/external communication documents; managed calendars for all staff
- Oversaw daily business operations and management to ensure optimum service to clients

Harmony Lessons | Austin, TX | 06/2019-03/2020

ADMINISTRATIVE ASSISTANT

- Decreased overdue amount by 50% in first 2 months; promoted to oversee all billing, AR/AP in QuickBooks
- Increased web traffic by 25% and generated 15% increase in new leads from web and social media
- Primary communication for clients and staff; drafted all correspondence used for web and print

Darrell K Royal Research Fund for Alzheimer's Disease | Austin, TX | 02/2019-08/2019

EXECUTIVE ASSISTANT

- Increased Facebook interaction and reach with custom social media posts by (504%)
- Managed UT Legacy Council Rookies 2019 class to highest raised funds to date (\$42,555)
- Managed calendar and communication with vendors and donors for 2019 gala preparations

SXSW Festival | Austin, TX | 10/2016-03/2017

CONFERENCE SPEAKER ASSISTANT

- Assisted 14 Startup Village organizers prepare their presentations for the 2017 SXSW Festival
- Managed deadlines and important calendar dates between SXSW staff and session organizers
- Advised in creating social media hashtags, session titles, and program descriptions

American Heart Association | Houston, TX | 01/2014-06/2014

GULF COAST PR AND MARKETING INTERN

- Composed press releases, drafted fundraising posters, and designed marketing materials
- Published creative copy daily on five social media channels, tracked online hits and content reach
- Assisted in venue planning, preparations, and day-of management for AHA fundraising events

River Oaks Music School | Houston, TX | 08/2011-10/2016

ADMINISTRATIVE ASSISTANT 08/2011-01/2013 | OFFICE MANAGER 01/2021-10/2016

- Oversaw accounts receivable and payable; followed up with delinquent accounts
- Increased enrollment by 84% in first year of promotion; assisted in opening 2 new locations
- Prepared weekly enrollment and expenses reports; successfully pitched marketing strategies

Editing and Writing

Sugar Land Magazine, Katy Magazine | Katy, TX | 10/2014-10/2016

STAFF WRITER

- Produced features centered on surrounding community; coordinated interviews and photo shoots for stories; submitted in timely matter; took on last minute stories to help fill print magazine issue

PopBoxAsia | Remote, Seoul, South Korea | 11/2014-07/2016

WEB EDITOR

- Managed publishing dates of all writers and photographers; distributed story ideas and features; performed finalized editing before publishing; produced individual feature stories; subject matter dealt with pop culture areas of: South Korea, Japan, China, Taiwan, and other Asian countries as applicable

Dateline Downtown | Houston, TX | 08/2013-05/2014

DIGITAL CONTENT EDITOR

- Designed and maintained publication's website; performed final editing for all published stories (web and print); photographer for other writers and self; coordinated interviews and photo shoots; produced individual feature stories; subject matter included: entertainment, technology, university activities, sports

Program and Software Proficiencies

ADOBE CC InDesign, Lightroom, Photoshop, Premiere Pro

BILLING AND PAYMENT SOFTWARE Kimbia, GiveGab, Gusto, PayPal, QuickBooks, Stripe

COLLABORATION AND ORGANIZATION Asana, Skype, Meet, Teams, Workplace, Zoom

DESIGN APPS AirBrush, Canva Pro, GridArt, Layout, Meitu, Mix, Procreate, VideoLeap

GOOGLE SUITE Analytics, Apps, Docs, Gmail, Meet, Sheets, Sites

LANGUAGES CSS, HTML

MICROSOFT OFFICE SUITE Excel, Office365, OneNote, Outlook, PowerPoint, Publisher, Word

PHOTOGRAPHY Concert, Events, Portraits, Products | Canon, Nikon

PUBLISHING PLATFORMS Google Sites, Mailchimp, Squarespace, Tumblr, Weebly, Wix, Wordpress

SOCIAL MEDIA Facebook, Instagram, TikTok, Twitter

SYSTEMS Mac, PC | Android, iOS