

Elizabeth K. Eichler

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EXPERIENCE

- University of Dayton, School of Business Administration**, Dayton, OH 2017- current
Lecturer:
- Undergraduate classes: *Organizational Behavior; Principles of Marketing; Digital Marketing (including SEO simulation, content marketing, website design, and more)*
 - MBA classes: *Leadership, Strategy, Stakeholder Management; Digital Marketing (Curriculum creator)*.
- Fellow: Institute for Applied Creativity 2018-2019
Faculty Advisor: UD Miracle Network (Flyer Dance Marathon) 2021 to present
Advisor: Honors Advisor, Berry Summer Thesis Institute 2022 to present
- Sensation Research**, Loveland, OH 2014 - 2017
Qualitative and Quantitative Researcher for Consumer Package Goods Industry
- Sinclair College, Division of Liberal Arts, Communications, Social Sciences**, Dayton, OH 2009 - 2017
Lecturer II/Adjunct: Online, Face to Face, Honors and High School classes: *Interpersonal Communication; Public Speaking; Student Success; Theatre Appreciation*
- Wright State University, Raj Soin College of Business**, Dayton, OH 2013 - 2015
MBA Program Assistant: Recruitment; Admissions Communications; Marketing and Research; Mason Campus Manager
- The Art Institute of Ohio-Cincinnati**, Cincinnati, OH 2008 - 2009
Instructor: *Effective Speaking and Presentations*
- University of South Carolina Upstate, Fine Arts and Communication**, Spartanburg, SC 2004 - 2007
Lecturer: *Introduction to Theatre; Fundamentals of Acting; Public Speaking*
- Greenville Technical College, Public Service, Arts and Sciences Division**, Greenville, SC 2004-2007
Adjunct Lecturer: *Introduction to Theatre; Fundamentals of Acting; Public Speaking*
- Independent Contractor/Entrepreneur: Costume Designer and Builder** 1992 - 2009
- Secured contracts and delivered results for: **University of South Carolina Upstate; Warehouse Theatre, Greenville, SC; Upstate Shakespeare, Greenville, SC; Children's Museum of Indianapolis, IN; private clients**; 50+ productions, including Shakespeare, original, large-cast musicals, outdoor, and children's theatre
- University of Delaware**, Newark, DE 1988 - 1991
Director of Marketing and Public Relations, Professional Theatre Training Program (PTTP)
- Introduced new graduate program to internal and external stakeholders, built brand awareness
 - Managed marketing communications, publications, press, house, and box office--ensuring 95% full houses
 - Created new revenue streams, new Outreach Program; purchased new ticketing system
 - Co-Managed President's Cultural Arts Series
- Shakespeare Theatre of New Jersey**, Madison, NJ (a Professional Regional Theatre) 1986 - 1988
Director of Public Relations and Marketing
- Created Educational Arts Outreach program
 - Increased Group Sales 300%; Introduced new revenue streams
 - Fundraising: Event and Donor Support (International Shakespeare Symposium, Anniversary Gala)
 - Press management for NJ, NYC, PA

EDUCATION

MBA, Marketing, Raj Sooin College of Business, Wright State University, Dayton, OH

MTA, Theatre Education, Rutgers' Mason Gross School for the Arts, New Brunswick, NJ

BA, Speech and Theatre, DeSales University, Center Valley, PA

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SELECT COMMUNITY SERVICE

League of Cincinnati Theatres, Cincinnati, OH

2011 - present

President, Board Member, Past President

- Strategic Planning, Data Analytics, Volunteer Management, Business to Business Marketing Support
- Managing Website, Social Media, Video and Content Marketing
- Writing and Editing: scripts, reviews, features, etc.

Mason Area Arts Council, Mason, OH (now The Arts Alliance)

2008 - 2010

Secretary, Membership, and Events Chair

CERTIFICATIONS

Google AdWords; Google Analytics; HubSpot Social Media; Hubspot Email

Current

CPR/AED/Narcan

Current

Completion by Design (Bill and Melinda Gates Foundation supporting community colleges)

2011

Williams College of Business, Xavier University, Business Certification

2008