

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

Qualitative and Quantitative Researcher for Consumer Package Goods Industry

Sinclair College, Division of Liberal Arts, Communications, Social Sciences, Dayton, OH

Lecturer II: 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

MBA Program Assistant: Recruitment; Admissions Communications; Marketing and Research; Mason Campus Manager

The Art Institute of Ohio-Cincinnati, Cincinnati, OH

Instructor: *Effective Speaking and Presentations*

University of South Carolina Upstate, Fine Arts and Communication, Spartanburg, SC

Lecturer: *Introduction to Theatre; Fundamentals of Acting; Public Speaking*

Greenville Technical College, Public Service, Arts and Sciences Division, Greenville, SC

Adjunct Lecturer: *Introduction to Theatre; Fundamentals of Acting; Public Speaking*

Independent Contractor/Entrepreneur: Costume Designer and Builder

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

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)

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 Soin 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

SELECT COMMUNITY SERVICE

League of Cincinnati Theatres, Cincinnati, OH 2011 - present

President, Stage Insights Chair and 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.

CERTIFICATIONS

Google Ads (Video, Search, Display, Creative; Google Analytics 4) Current

HubSpot Social Media; HubSpot Email; HubSpot Inbound Current

Better Prompts for Better Results: AI Prompting for Marketers from HubSpot 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