

# Elizabeth K. Eichler

## EDUCATION

MBA, Marketing, Raj Soin College of Business, Wright State University, Dayton, OH 2015  
MTA, Theatre Education, Rutgers' Mason Gross School for the Arts, New Brunswick, NJ 1986  
BA, Speech and Theatre, DeSales University, Center Valley, PA 1984

## EXPERIENCE

**University of Dayton, School of Business Administration**, Dayton, OH 2017- current  
Lecturer: *Organizational Behavior; Leadership, Strategy, and Stakeholder Management*

**Sensation Research**, Loveland, OH 2014 - 2017  
Qualitative and Quantitative Researcher for Consumer Packaged Goods Industry

**Sinclair College, Division of Liberal Arts, Communications and 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 Studies**, Spartanburg, SC 2004 - 2007  
**Greenville Technical College, Public Service, Arts and Sciences Division**, Greenville, SC  
Lecturer: *Introduction to Theatre; Fundamentals of Acting; Public Speaking*

**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 1986 - 1988  
Director of Public Relations and Marketing  
-Press management for NJ, NYC, PA  
-Created Arts Outreach program; increased group sales 300%  
-Fundraising: Event and Donor Support (International Shakespeare Symposium, Anniversary Gala)  
-Introduced new revenue streams to cover 100%+ of printing costs

**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

## ADDITIONAL LEADERSHIP EXPERIENCE (NON-PROFIT)

**League of Cincinnati Theatres**, Cincinnati, OH 2011 - present  
President, Board Member, Past President  
-Implementing Social Media, Video Marketing, Content Marketing, Writing (scripts, reviews, features, etc.)  
-Strategic Planning, Data Analytics, Volunteer Management, Business to Business Marketing Support

**Mason Area Arts Council**, Mason, OH (now The Arts Alliance) 2008 - 2010  
Secretary, Membership, and Events Chair

## CERTIFICATIONS

Google AdWords; Google Analytics; CPR/AED/Narcan 2017  
Completion by Design (Bill and Melinda Gates Foundation supporting community colleges) 2011  
Williams College of Business, Xavier University, Business Certification 2008