

Eliza Snipes

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A communications enthusiast with vivacious energy

<https://alaskaneds.wixsite.com/portfolio>

Experience

DC Theater Arts | Washington, DC

November 2025 - Present

Advertising and Digital Sales Coordinator

- Facilitate and execute all of DCTA's advertising
- Provide advertising support to over 30 theaters in the DC area that advertise with DCTA
- Create collateral for, and post regularly on, DCTA's Instagram and Facebook

Studio Theatre | Washington, DC

July 2024 - May 2025

Marketing and Communications Fellow

- Conceptualized and executed Studio Theatre's 2024 booth at DC Theatre Week Kickoff event
- Built and wrote institutional emails to be sent to 50,000+ addresses
- Corresponded with 20+ local DC press publications to provide assets for theatrical reviews
- Produced professional promotional video to promote the fellows-in-residence program
- Served as ambassador for the fellows-in-residence program at several events

Live Arts | Charlottesville, VA

October 2023 - May 2024

New Works Intern and Programming Assistant

- Meticulously prepared 500+ play submissions for consideration in '24 WATERWORKS New Works festival
- Corresponded via email with playwrights needing assistance with submissions around the clock

James Madison University | Harrisonburg, VA

November 2021 - May 2024

School of Theatre and Dance Social Media Assistant

- Created promotional graphics and captions for the schools official Instagram and Facebook account (@jmustad)
- Pitched creative ideas for account engagement, ie. Fit Check Friday, account takeovers, Forbes Scavenger Hunt

Skills

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|-----------------------|---------------------|--------------------|---------------------|
| • Meta Business Suite | • Bilingual Spanish | • AP style writing | • Collateral Design |
| • Canva | • Basic Tessitura | • Video content | • Copy writing |

Education

James Madison University

School of Communication Studies | School of Theatre and Dance

BA in Communications with a focus on public relations alongside a second major in theatre