

# LIAM DONLEY

(412)-999-0087

liamdonley2001@gmail.com

<https://liamdonley.com>

## EDUCATION

Clemson University, BA Performing Arts- Theatre May 2023  
Brand Communications minor  
Magna cum Laude

## EXPERIENCE

### Vincent Lighting Systems, Intern

JUN-AUG 2022

*Rotate through various departments such as Sales, Rental/Production, Rigging/Project Management, and Marketing. Marketing duties include*

- Email segmentation
- Pitching campaign proposals
- Creating basic email mockups
- Creating mock social media posts

### Brooks Center for the Performing Arts, Social Media Intern

OCT 2021-MAY 2022

*Curate content for the Brooks Center for the Performing Arts's Instagram and Facebook pages. Content includes:*

- Promoting shows through:
  - Behind the scenes pictures
  - Interviews with cast members and production team members
  - Student takeovers
- Promoting student success through student spotlights

*Job duties include*

- Communicating with students and faculty to schedule interviews
- Gathering photos of rehearsals of ongoing shows
- Collecting interviews and using Adobe Premiere Pro to edit interviews into Reels
- Collaborating with Operations, Outreach, and Development
- Adhering to the Brooks Center's mission as an educational facility.

## REFERENCES

Katie Hildebrand  
Executive Director  
Erwin Center for Brand Communications  
419-651-2751  
kjmoone@clemson.edu

Sarah Edison  
Director of Operations  
Brooks Center for the Performing Arts  
edison@clemson.edu

## SKILLS

- Telling stories in theatre as a lighting designer and an actor
- Making mock marketing plans for various companies
- Leading teams of various experiences to achieve a common goal
- Communicating with multiple teams to execute community events
- Acting as a representative of the Performing Arts Dept. at special events
- Editing and creating Reels in Adobe Premiere Pro to promote shows and share success
- Creating PR materials, such as case studies and press releases
- Mintel
- WordPress
- Google Ads Certified
- BrandWatch Certified

## PASSIONS

- Working with people
- Collaboration
- Accessibility
- Diversity & Inclusion
- Theatre
- Baseball

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