

Elizabeth Semko

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Professional Experience



Saint Louis University

2019 - Present

Digital Engagement Specialist, Development Division

- Manage all SLU Alumni social media strategy and content, including alumni profiles, video interviews with faculty and students, event coverage and more
- Strategize both organic and paid social media promotion of fundraising efforts, including SLU's multi-million Accelerating Excellence campaign
- Lead all communications for record-breaking SLU Giving Days, increasing the annual fundraiser's donation total from \$175,820 prior to my arrival to over half a million in 2021
- Edit and craft fundraising, event and stewardship emails using iModules
- Write donor profiles and donation impact stories



The Riverfront Times

2015 - 2018

Digital Editor

- Lead all social media strategy, management and promotions
- Increased monthly pageviews from 1.9 million to as many as 5.9 million
- Blogged for RFT's arts and culture, music, dining and news verticals
- Monitored and analyzed strategies for web traffic using Google Analytics
- Wrote and formatted slideshows for RFT's website
- Constructed weekly dining and newsletters using MailChimp
- Oversaw digital intern



Fabulous Fox Theatre

2018

Metrotix Ticket Sales Representative

- Provided quality customer service by phone and in Fabulous Fox box office
- Processed ticket orders and provided event information for all Metrotix venues

DANCEst. Dance St. Louis

Fall 2015

Marketing and Public Relations Intern

- Planned social media for non-profit dance presenter
- Assisted in promotion of dance performances presented by Dance St. Louis
- Represented the organization at all its dance performances



DanceAdvantage.net

2013 -2015

Intern/Contributing Writer

- Wrote articles on all things dance
- Created and planned social media content

Premiere Performance Dance Studio

2013 - 2015

Dance Instructor

- Taught ballet, tap, jazz and acrobatics for children three to four years old
- Taught beginning jazz for children seven to 10 years old
- Planned classes, choreographed recital routines, subbed and assisted in other classes as needed



Alive Magazine

Summer 2014

Editorial Intern

- Fact checked and researched articles
- Updated the website's event calendar daily
- Assisted with the formatting of the magazine's weekly e-blast

Education



Southern Illinois University Edwardsville

- Major: Mass communications with a focus in print and electronic journalism
- Minors: Theater and dance; creative writing

Honors

- Graduated Magna Cum Laude 2015
- Elmer C. Broz Award for Achievement in Journalism 2014
- SIUE Dean's List 2011 - 2015