

# TERRENCE CURTIS LIGGINS

terrenceliggins@gmail.com | 773-234-8613 | terrencecurtis.com

## HIGHER EDUCATION ADMINISTRATION EXPERIENCE

**Columbia College Chicago | Admissions Officer/Territory Manager | Chicago, IL** **Oct. 2016 – Present**

- Lead new student recruitment efforts, including email campaigns, social media efforts, traditional mailings, personal outreach and in-person events
- Plan and oversee onsite recruitment events including scheduled college fairs and high school events to promote the educational opportunities available at Columbia College Chicago
- Provide guidance and leadership to prospective students on academic programs, financial aid, and extracurricular activities
- Oversees the planning and implementation of on-campus recruitment events
- Maintains comprehensive records of contacts to applicants and prospects in CRM/Activities file

**Columbia College Chicago | Admissions Area Representative | Chicago, IL** **Feb. 2015 – Oct. 2016**

- Provided admissions assistance to university students and new applicants
- Managed partner relationships with other institutes and agencies
- Established prospect relationships with outreach contacts and district schools/universities

## MEDIA/EVENT PRODUCTION EXPERIENCE

**Jam Entertainment & Creative Services | Sponsor Relations Coordinator (Freelance) | Chicago, IL** **Jul. 2013 – Present**

- Report to President of Jam Entertainment & Creative Services and Project Manager
- Act as project manager for clients, sponsors, exhibitors, vendors, etc. to provide all information for events
- Oversee in-house and external suppliers to provide all information for events
- Provide on-site assistance and management during events

**C3 Presents | Artist Relations Coordinator (Freelance) | Chicago, IL** **Jul. 2013 – Present**

- Report to Director of Artist Relations
- Strategically coordinate distribution of credentials, and load-in and cross-loading of artists' equipment for the largest concert event within the mid-west
- Assist stage management of 8 performance stages
- Responsible for artists' information, including set-times, dressing room times and accommodations
- Prepare pre-production materials for ambassador meeting & site visit
- Manage Ambassador team (roving, stage, artist check-in)
- Manage on-site golf cart transportation to festival artists & touring personnel
- Liaise with Artist Relations, Transportation, Crossload & Stage Ambassadors to communicate artist arrivals onsite
- Help support Artist Relations team if needed & available

**Columbia College Chicago | Urban Cloud Marketing/Promotions Team Lead | Chicago, IL** **Jan. 2014 – May 2014**

- Coordinated and managed Columbia's Urban Cloud and volunteer program at Manifest Urban Arts Festival
- Served as main contact with department liaisons, gathering information for all vendor participants
- Planned, executed and managed production of Urban Cloud marketing & promotional material—including email, social media, website, print, etc.
- Conducted research, established, and maintained media relations with local and national media outlets (traditional/new media)

## VOLUNTEER EXPERIENCE

### **Punk Out | Event Coordinator/Content Developer | Philadelphia, PA** **Aug. 2015 – June 2016**

- Conduct research to identify new opportunities for bringing about innovation in company/events/shows
- Search for and negotiate with suitable venues per event requirements and budgetary constraints
- Facilitate and manage communication with co-sponsors, venue management, talent/talent management, caterers, etc.
- Oversee development and execution of promotional efforts (website & social media) and production of events/shows

### **Creating Change Conference | Media/PR Co-Chair | Chicago, IL** **Jul. 2015 – Jan. 2016**

- Represented Columbia College Chicago on the Creating Change Host Committee
- Co-managed 6-person team on all Media/PR efforts resulting in coverage at
- Developed initial marketing plan with emphasis on social media and media relations for Host Committee
- Built social media calendar, posts, advertising and promotions across social media platforms that resulted in the
- Researched and developed media contact lists including local and national outlets
- Personally, supervised Twitter account for Host Committee

### **Chicago Festival Association | Production Assistant/Volunteer Coordinator | Chicago, IL** **Aug. 2013 - Jan. 2014**

- Reported to CEO & Event Managers
- Managed 1,200+ volunteers for McDonald's Thanksgiving Parade, TaxSlayer.com Gator Bowl Parade, and other events produced by Chicago Festival Association
- Created and managed event marketing, including email campaigns, print promotional material, press releases, media relations, and traditional/new media marketing

## EDUCATION

### **Columbia College Chicago | Chicago, IL**

Bachelor of Arts, Marketing Communications | Public Relations

- Business & Entrepreneurship | Live & Performing Arts Management

## SKILLS

- Microsoft Office Suite (Excel, PowerPoint, Word, and Outlook)
- Adobe Acrobat
- Cision Point
- Google Analytics
- HootSuite
- Raiser's Edge
- Salesforce
- Technosolutions Slate
- Client/Guest/Media Relations
- Community Building
- Traditional & New Media Marketing
- Traditional/Experiential Event Planning & Promotions
- Oral/Written Communication
- Web and New Media Analytics