

**Elizabeth Butler-Austin**  
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**EXPERIENCE**

**Director of Acquisition & Sales, Questar, Inc. Chicago, IL-2015-2020:**

Acquisition

- Researched, screened & sourced films from around the globe to consider for possible acquisition.  
\*Best sellers include: *First Flight, Jack Hunter Trilogy, Great Horses of the World*
- Initiated sales contacts, held initial meetings with representatives & vetted films for digital/DVD release.
- Prepared addendums for legal agreements, researched copyright, terms and assisted on contract negotiations.
- Selected new films, established contacts & arranged meetings with new suppliers at film markets.
- Recommended genres and titles for digital (TVOD, SVOD, AVOD, VOD) and DVD programming.
- Developed new relationships and networked to broaden and acquire genre specific content for catalogue.

Sales

- Created sales analysis and implemented strategy for new acquisition and current film catalogue.
- Developed spreadsheets to maintain and assessed viability of film catalogue.
- Assisted corporate officers prepare for meetings and negotiations with digital buyers and producers.
- Researched, selected titles and prepared metadata submissions for digital streaming platform accounts.
- Updated submissions, sales data, and new pricing for offerings to buyers.
- Researched digital platforms, contacted buyers, and made initial presentation for title sales.

**Assistant Manager- Sales & Partnerships, Questar Direct, Inc. Chicago, IL-2012-2014:**

Sales

- Research and sales analysis in implementing a plan to create a nationwide customer base.
- Contacted potential buyers, managed DVD sample offerings, created master spreadsheet to promote sales.
- Assisted in mass mailings, email campaigns and product promotion. **\*Opened 328 new accounts along with manager & Increased sales by \$120,000 per year**

Partnerships

- Instituted direct marketing campaign for B2B, educational, government, small wholesale, and non-profits.
- Developed a network of museums, wholesalers, national parks, and non-profits to offer new DVD programs.

**Group Sales & Subscriptions. Auditorium Theatre of Roosevelt University. Chicago, IL-2006-2011:**

- Created sales plan to develop new multi-state patron base.
- Developed & generated leads for direct marketing through financial analysis and annual sales.
- Cold calling and direct marketing sales to B2B, schools, religious and non-profits including mass mailings/email campaigns for subscriptions. **\*Substantively raised group revenue by \$50,000 per year.**
- Social media and email marketing campaign to increase production sales and patron donations.
- Implemented networking, led tours and community events to encourage cooperation and partnerships.

**Executive Production & Film Acquisition. Phoenix Productions, Inc. San Antonio, TX & Chicago, IL 2000-2006**

- Created and oversaw all aspects of film title selection, packaging, and presentation for funding.
- Headed team in authoring business plans and acted as liaison for funding and negotiating sponsorships.
- Developed client relationships and worked with team to build areawide partnerships.
- Worked on script analysis and changes with writers. Wrote script coverage to prepare for packaging.
- Consulted on project presentation, marketing, and promotion of individual talent.
- Acted as representative at trade shows and sought out new productions and talent.
- Participated in business development and worked to maintain productivity ahead of the creative curve.

## EXPERIENCE HIGHLIGHTS

- Programmer-DOC Films at University of Chicago.
- Edit and wrote copy for digital and DVD program submissions.
- Voice actress as the “French Narrator” for the GoTraveler Channel streaming on Xumo.
- Narrated best-selling Inspirational documentary written by Rolf Forsberg, “After Jesus”.
- Historical fiction writer includes “The Raising of the Twentieth Maine”, a story of General Adelbert Ames and published by the Friends of Borderland for Oakes Ames Plimpton.
- Chicago International Film Festival-Ticketing and Events Representative.
- Lyric Opera of Chicago Subscription Sales Assistant Manager-\*Individual sales total over \$100,000 per season.

## SKILLS

- Client networking, relationship building & partnership development.
- Program research, fact checker, title selection, and acquisition.
- Writes copy, film coverage and business plans.
- Voice acting for corporate, presentation, narrative and documentary.
- Film concept development and packaging.
- Sales analysis, strategy, prospecting, and promotion.
- Creative vision and production management for Arts, media, and film.

## EDUCATION

- Collegiate: Texas Woman's University, Denton, Texas.  
Majors: Nursing and Performance. Music Concentration: Voice and Arts Production/Management.
- Conservatory: Cantica School of Voice Production, London, England.  
Graduated in Diploma in Music: U.S. Equiv. \*\*BA in Performance.' Concentration: Classical Opera, Vocal Performance & Production/Arts Management.
- Special Program: American Institute of Musical Studies. Graz, Austria.  
Concentration-Voice, Drama and Production.
- Drama Program: Incarnate Word College. San Antonio, Texas.  
Concentration-Performance, Production for Theatre, Cinema & Arts Management.
- Film: Chicago Filmmakers Coop. Chicago, Illinois.  
Editing for Film. Film Production-Production and financing.
- Dance/Body & Stage Movement: Arthur Murray Dance Studios, London, England.  
Graduated: Teacher's Program-Dance and Body Movement for Stage.

## COMPUTER

- Systems: PC's-Windows 7-10 & Vista. System: Macintosh-Mac Lion 10.7-Mac High Sierra 10.13.6.
- Programs: Microsoft Office, LexisNexis, WealthEngine, Adobe, Hoover's Online. SBT, Constant Contact, Google Docs, Quickbooks, Archtics, Ticketmaster, Vendini, Tessitura, Final Cut Pro (limited), Screenwriter.
- Social Media-LinkedIn, Facebook, Twitter, Digg, Pinterest, Quora, Instagram. Typing 60-80 wpm.