

# Emma Dooley

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## Summary

Creative and driven communicator with experience in event coordination, campaign development, and public relations. Skilled at turning strategy into action through hands-on leadership, problem-solving, and collaboration. Thrives in fast-paced environments and values meaningful, story-driven work that creates impact. Experienced in managing social media strategy and content creation to support engagement and amplify messaging across platforms.

## Education

### Rochester Institute of Technology, Rochester, NY

*B.S Advertising and Public Relations*

- Relevant coursework: Campaign Management, Digital Design, Copy Writing, Public Relations, Media Planning, Business Law

## Experience

### Operations Manager, Nov 2024 -Present

*Reporter Magazine, Rochester, NY*

- Led event planning for large-scale promotional initiatives, handling venue coordination, vendor relations, and guest experience.
- Implementing cost-effective resources allocation strategies through strategic budget management and payroll optimization.
- Developed comprehensive onboarding programs that enhanced new staff integration and operational readiness across all departments.
- Streamlined operational workflows for 50+ team members across multiple departments , driving efficiency in print production and distribution of 3,000+ monthly copies.

### Account Manager, Aug 2024 - Present

*Technically Speaking Advertising and PR Agency, Rochester, NY*

- Managed marketing and branding for 5+ clients, ensuring audience engagement, strong client relationships, and seamless project execution.
- Led event coordination, overseeing logistics, vendor relations, and guest experience while driving brand awareness through social media campaigns.
- Maintained deadlines, adhered to set budgets, and delivered high-quality digital and physical assets on time.

### Marketing and Social Media Internship, June 2024 - Jan 2025

*Army Education Outreach Program, Rochester, NY*

- Assisted in developing a rebranding strategy that increased social media engagement and improved audience reach.
- Organized and coordinated logistics for online events and webinars, ensuring smooth execution and strong participation.

## Skills

- Project Management
- Event Coordination
- Public Relations
- Social Media Planning
- Budget Tracking and Allocation

## Tools/Software

- Microsoft Office
- Adobe Suite
- Canva
- Hootsuite

## Activities

- **National Student Advertising**

**Competition:** Presented AT&T campaign at NYC regionals

- **RIT CAD Freelance:**

Wrote and designed weekly student newsletters for the College of Art and Design

- **NTID Performing Arts:**

Curated retrospective gallery for 50<sup>th</sup> anniversary and assisted with show operations

- **Creative Outpost –**

**Filming Crew:** Captured and edited live game footage for Mohawk Valley DiamondDawgs baseball team