

Emma Feeney

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EDUCATION

Suffolk University | Boston, MA

Master of Arts in Communication

September 2019 - January 2021

Bachelor of Arts in Public Relations

September 2015 - May 2019

Honors & Awards: Dean's List, Athletic Director's Honor Roll, GNAC All-Academic Honors

Clubs & Activities: Women's Volleyball Team, Home Away from Home Club, Study Abroad at London South Bank University

PROFESSIONAL EXPERIENCE

City of Boston, Mayor's Office of Economic, Opportunity and Inclusion

Boston, MA

Digital Media Manager

May 2024 - Present

- Leads the development and execution of a comprehensive digital strategy to expand the cabinet's social media presence across Instagram, Facebook, X, and LinkedIn. Increased OEOL's total social media following by 51% (+4,862) from June 2024 to June 2025 as well as achieved 1.2 million impressions, 28K post reactions and likes, 8.87K post shares, and 1.6K comments through 2,458 total posts shared across OEOL's social media platforms.
- Oversees and improves the quality, design, and user experience of the Cabinet's public-facing pages on the City of Boston website using Drupal.
- Strategizes and produces diverse digital marketing and communications content—including videos, social media graphics, flyers, signage, and presentations—for various digital and print platforms such as social media channels, email campaigns, newsletters, websites, and event signage.

INTO Suffolk University

Boston, MA

Marketing & Communications Specialist

January 2022 - April 2024

- Create, write and design captivating marketing materials including flyers, brochures, social media content, videos, and more to promote INTO Suffolk globally.
- Manage and strategically grow INTO Suffolk's social media presence on LinkedIn, Instagram, Facebook, and TikTok. Increased total social media following by 54% from 2/1/2022 to 2/1/2023 and an additional 24% from 2/1/2023 to 1/1/2024.
- Coordinate and conduct interviews and photoshoots with international students for print and digital testimonial materials.
- Manage annual marketing calendar and develop creative marketing and content strategy for INTO Suffolk's brand, collaborating with INTO University Partnerships' North America marketing team on global marketing campaigns.
- Plan international education agent and counselor visits to Boston, coordinating events on Suffolk's campus with faculty and students as well as off-campus activities, and train agents on INTO Suffolk brand and programs.

Esplanade Association

Boston, MA

Marketing & Events Coordinator

February 2021 - January 2022

Marketing & Programs Assistant

September 2019 - January 2021

Marketing & Programs Intern

June 2019 - August 2019

- Led digital marketing and social media efforts, increasing follower count by 26% year-over-year through strategic paid and organic campaigns.
- Created digital and print collateral—including annual reports, newsletters, press releases, and event materials—to enhance organization visibility and engage stakeholders.
- Developed and executed marketing and promotional strategies for major events, including the Annual Meeting, Gala, and the Boston Marathon Charity Team.
- Managed volunteer programs, coordinating 25+ volunteer events, raising \$20,000 in donations, and contributing to impactful community engagement.
- Played a key role in organizing programs and events such as the GroundBeat Summer Concert Series, fitness classes, and special donor events, while supervising interns to ensure successful execution.

McNeil, Gray & Rice

Boston, MA

Public Relations & Marketing Intern

September 2018 - April 2019

- Updated mailing lists, publicity reports, media contact lists and researched and organized materials for client reports.
- Designed PowerPoint presentations highlighting press placements for the firm's clients for the VP of Public Relations.

SKILLS

Software and Applications: Adobe Creative Suite (Acrobat, Illustrator, InDesign, Photoshop, Premiere Pro), Buffer, Canva, Constant Contact, Drupal, Hootsuite, LinkedIn, Meta Business Suite (Facebook and Instagram), Microsoft Office Suite, X, TikTok, Upaknee, WordPress, YouTube

Other Skills: Brand management, can multitask efficiently and manage several projects at once, copywriting, content creation, customer service, cross-functional collaboration, digital marketing, digital media, excels in a fast-paced environment, editing, event coordination, graphic design, project management, photography (both DSLR and mirrorless cameras), social media management, social media marketing and advertising, video editing and production