

# Emy Franke Reed

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Portfolio: [www.emyfrankereed.com/](http://www.emyfrankereed.com/)  
Meet Emy Franke: [vimeo.com/emyfranke/cuethelights](https://vimeo.com/emyfranke/cuethelights)

## EDUCATION

<b>University of Texas, Austin</b> BS, Advertising – <i>Moody College of Communication</i> Business Foundations Minor – <i>McCombs School of Business</i>	May 2018
<b>Ursuline Academy of Dallas</b>	May 2014

## ADVERTISING EXPERIENCE

<b>The Marketing Arm, Senior Copywriter &amp; Conceptor</b> Creating ways for brands to resonate with consumers through experiences and storytelling, backed by human truths and strategic insight. Day to day responsibilities include writing many types of copy, leading brainstorming, and presenting to clients	June 2018 – Present
<b>Ursuline Academy Soccer, Head Coach JVII</b> Coaching underclassmen in the fundamentals of being a strong teammate, on and off the field	June 2021 – Present
<b>Jenny Demarco Photography, Creative Copywriter &amp; Social Media Coordinator</b> Assisted with social media planning and platform management, photo editing, and customer service	May 2016 – June 2018
<b>Carol Considine Artist Representative, Copywriter, Creative Strategist, &amp; Social Media Coordinator</b> Assisted with portfolio showings, crafted client communications, and created branded social media posts	May 2017– August 2017
<b>Ad-Dash Participant</b> 1 of 25 accepted from 105 applicants to participate in an immersive daylong case competition, hosted by Texas Advertising Group, Moody, and five Austin Advertising agencies	February 25, 2017
<b>Texas Advertising Group, Member</b> <b>Kellie's Baking Co., Social, Experiential Marketing, &amp; Client Management Employee</b> Assisted at events in production, marketed "InstaCookies", and coordinated OOH promotional events	Spring 2015 – May 2018 2015 – August 2016
<b>TOM HUSSEY Photography, Intern</b> Assisted with promotional materials, copywriting, and on-site photo-shoots	Winter 2014, Summer 2015
<b>Outstanding Work in Digital Photography Award, Including a Calendar Feature</b>	May 2014

## ADDITIONAL EXPERIENCE, LEADERSHIP, AND AWARDS

<b>SXSW Agency Representative Award</b> One of two employees from TMA selected to attend the SXSW conference in Austin and share their experience through an agency-wide presentation	March 2024
<b>The Marketing Arm's Bust Your A** For Spring Break Award</b> Given to employees who have gone above and beyond throughout the year - winners receive \$2,500 and extra vacation time to go on a "Spring Break" trip	May 2022
<b>St. Patrick Catholic School Girls Basketball, Coach 6th &amp; 8th Grade</b>	2020 – 2022
<b>Soccer Shots, Coach Ages 2-7</b>	2016 – May 2018
<b>Texas Delta Delta Delta Sorority</b> <i>Continuing Education Chair</i> (2016 – December 2017) – Oversee officer development, promote chapter member involvement, and organize chapter wide events <i>New Member Educator</i> (December 2015-2016) - Mentor to 70 new chapter members	2014 – 2018
<b>University of Texas Women's Club Soccer</b>	August 2015 – October 2016
<b>KARDIVAS, 5<sup>th</sup> Grade Girls Mentorship Leader</b>	2016 – May 2017
<b>Ursuline Academy of Dallas Soccer</b>	2010 – 2014
<b>Club Soccer, Sting &amp; Texans Club</b>	2005 - 2014
<b>Perry Initiative Program, Accepted Program Participant</b> Performed mock orthopedic surgeries and conduct biomechanical engineering experiments under the supervision of prominent female engineers and surgeons in the field	Fall 2014
<b>Texas Sports Medicine, Intern to Dr. T.O. Souryal</b>	Summer 2012
<b>Beth Rayfield Memorial Service Award, Nominee</b>	2012