

Emy Franke Reed

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Portfolio: www.emyfrankereed.com

Meet Emy Franke: vimeo.com/emyfranke/cuethelights

EDUCATION

University of Texas, Austin

May 2018

BS, Advertising – *Moody College of Communication*

Business Foundations Minor – *McCombs School of Business*

Ursuline Academy of Dallas

May 2014

ADVERTISING EXPERIENCE

The Marketing Arm, Senior Copywriter & Conceptor

June 2018 – Present

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. Created work for: Wendy's, Goodyear, Frito-Lay, Pernod Ricard, Russell Stover, Yankee Candle, Buffalo Wild Wings, Philips Healthcare, and many more

Ursuline Academy Soccer, Head Coach JVII

June 2021 – Present

Coaching underclassmen in the fundamentals of being a strong teammate, on and off the field

Jenny Demarco Photography, Creative Copywriter & Social Media Coordinator

May 2016 – June 2018

Assisted with social media planning and platform management, photo editing, and customer service

Carol Considine Artist Representatives, Copywriter, Creative Strategist, & Social Media Coordinator

May 2017– August 2017

Assisted with portfolio showings, crafted client communications, and created branded social media posts

Ad-Dash, Participant

February 25, 2017

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

Texas Advertising Group, Member

Spring 2015 – May 2018

Kellie's Baking Co., Social, Experiential Marketing, & Client Management

2015 – August 2016

Marketed "InstaCookies" and coordinated promotional events

TOM HUSSEY Photography, Intern

Winter 2014, Summer 2015

Assisted with promotional materials, copywriting, and photo shoots

Outstanding Work in Digital Photography Award, Including a Calendar Feature

May 2014

ADDITIONAL EXPERIENCE, LEADERSHIP, AND AWARDS

SXSW Agency Representative Award

March 2024

One of two employees from TMA selected to attend the SXSW conference in Austin and share their experience at an agency wide presentation

The Marketing Arm's Bust Your A For Spring Break Award**

May 2022

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

St. Patrick Catholic School Girls Basketball, Coach 6th & 8th Grade

2020 – 2022

Soccer Shots, Coach for ages 2-7

2016 – May 2018

Texas Delta Delta Delta Sorority

2014 – 2018

Continuing Education Chair (2016 – December 2017) – Oversee officer development, promote chapter member involvement, and organize chapter wide events

New Member Educator (December 2015-2016) - Mentor to 70 new chapter members

University of Texas Women's Club Soccer

August 2015 – October 2016

KARDIVAS, 5th Grade Girls Mentorship Leader

2016 – May 2017

Ursuline Academy of Dallas Soccer

2010 – 2014

Club Soccer, Sting & Texans Club

2005 - 2014

Perry Initiative Program, Accepted Program Participant

Fall 2014

Performed mock orthopedic surgeries and conducted biomechanical engineering experiments under the supervision of prominent female engineers and surgeons in the field

Texas Sports Medicine, Intern to Dr. T.O. Souryal

Summer 2012

Beth Rayfield Memorial Service Award, Nominee

2012