

Emily Felt

2105 COMAL STREET A316A1 AUSTIN, TX 78722

EDUCATION

BA in Communications, Public Relations Emphasis, Global Women's Studies Minor 2019-2022
Brigham Young University, Provo, Utah

M.A in Communications Studies, Interpersonal Emphasis 2024-2026
University of Texas at Austin, Austin Texas

PUBLICATIONS

Felt, E "Gifts from Mother" Cherish: The Love of our Mother in Heaven, Volume 2, D Street Press, April 2024

Felt, E "Gifts from Mother" AWE: A Woman's Experience, Volume 10, Global Women's Studies Department, Brigham Young University (in press).

Felt, E. "The Mask" AWE: A Woman's Experience Volume 9, Global Women's Studies Department, Brigham Young University, Fall 2022

PRESENTATIONS

Felt, E. (2024) "Periods on Instagram: Are Brands Destigmatizing Menstruation?" To be presented at 110th Annual National Communication Association Conference, New Orleans, LA

PAPERS IN PROGRESS

"Periods on Instagram: Are Brands Destigmatizing Menstruation?"

PROFESSIONAL EXPERIENCE

Communications Intern 01/24-06/24

Planned Parenthood Association of Utah

- Created Instagram and Tik Tok content
- Used updates from Utah Legislative Session to create specific social media content
- Assisted in the creation of social media strategy

PR Specialist and Project Manager 01/22-12/22

BYU Public Relations Intelligence Lab

- Created social media strategy and advised clients on effective social media practices.
- Communicated progress and results with clients and served as primary point of contact.
- Conducted data-driven research to accomplish client goals and create PR strategies.

Search Engine Optimization Specialist 12/-21-06/22

BYU TV

- Created SEO processes to be used consistently by future marketing and SEO specialists.
- Researched key search terms to maximize the discoverability of different shows.
- Increased discoverability of shows and episodes through concisely worded show and episode descriptions.

Social Media Marketing Intern 06/-21-08/21

Domain Companies

- Oversaw content creation on social platforms for apartment complexes Avia and Mya
- Mastered how to use a Matterport camera and take 3D pictures of amenities.
- Created strategic content for various publics.

Digital Marketing Specialist

06/-21-08/21

Domain Companies

- Vineyard Station
 - Designed key advertisements using Adobe Illustrator to increase public awareness of the new community.
 - Collaborated with team and client to plan major groundbreaking events.
- Thatcher+Co
 - Assembled risk assessment data for the Church of Jesus Christ of Latter-Day Saints
 - Operated social media listening analyses and trend analyses.

VOLUNTEER EXPERIENCE

Event Coordinator, Communication Student Graduate Committee, University of Texas at **08/24-CURRENT**

Austin

- Plans events and social activities for graduate students.
- Discusses potential improvements to student community culture with peers.
- Attends bi-weekly meetings.

Social Media Coordinator

01/23-04/23

Young Ambassadors, Brigham Young University

- Designed social media strategies and content.
- Led team of students in planning content and creating templates for future use.
- Taught students how to use social media effectively to improve the brand's visibility.

Business Liaison

04/22-12/22

Global Women's Studies Honor Society, Brigham Young University

- Managed and renovated the honor society's Instagram account.
- Coordinated events with other female-led organizations on campus.
- Promoted Global Women's Studies minor around campus.

CLUBS AND ORGANIZATIONS

- National Communications Association (NCA)
- Communications Student Graduate Committee
- National Women's and Studies Honor Society, IOTA IOTA IOTA

