

EMMA ROGERS

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» CAREER EXPERIENCE

Texas Conservation Corps

AmeriCorps Crew Member, January 2020 - December 2020

- Engaged in hands-on conservation projects to maintain and enhance trail systems in Texas State Parks
- Completed construction start-to-finish of a new trail at Lockhart State Park

The Trail Foundation

Marketing Intern, October 2020 - present

- Assist with development of communications plan and track analytics for digital marketing campaigns
- Manage and create content for all of TTF's social media accounts, increasing audience and engagement
- Design and disseminate email marketing campaigns

The SAFE Alliance

Communications Coordinator, August 2017- December 2019

- Managed media relations, including coordinating interview requests, story pitches, and media training for staff. Increased earned media coverage for the organization.
- Created compelling photo, video, and written content for SAFE's website, social media, and newsletters
- Compiled digital marketing analytics reports to track progress

Friends of McKinney Falls State Park

Volunteer, Incoming Secretary 2021

- Organize and complete projects to improve the park such as trash cleanups, maintenance projects, educational programs, and more
- Assist with organizing the annual 5K fundraiser, including marketing and logistics for the race

Texas Master Naturalist, Capital Area Chapter

Volunteer, 2021 Cohort

- After completion of the Master Naturalist training, I will provide education, outreach, and service dedicated to the beneficial management of natural resources and natural areas within Travis County

» ACTIVITIES

» EDUCATION

Ball State University

B.A. Photojournalism

Minors: Women's and Gender Studies, Fashion

» SKILLS/CERTIFICATIONS

News/PR Writing

Media Relations

Email Marketing

Adobe Creative Suite

Social Media Management

WordPress

Video Production/Editing

Google Analytics Certified

Wilderness First Aid

Adult CPR