

Emma Connelly
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EDUCATION

Boston University Expected Fall 2026
Graduate Certificate, Web Application Development

James Madison University Spring 2023
Bachelor of Arts, Media Arts & Design

SKILLS

- HTML
- CSS
- Powerpoint
- Canva
- Figma
- Adobe: Photoshop, Indesign, Lightroom, Acrobat
- Microsoft Office
- Mailchimp
- Wordpress
- Shopify

PROFESSIONAL EXPERIENCE

Cosentini Associates, a Tetra Tech Company Boston, MA
Marketing Coordinator May 2024 - Present

- Assisted in the management of the Cosentini website, writing and publishing project spotlights, leadership profiles, and service pages.
- Oversaw the production of 15+ active proposals simultaneously, ensuring high-quality, deadline-driven responses to public and private RFPs/RFQs.
- Led and facilitated bi-weekly firm-wide business development calls, coordinating updates across offices (Boston, New York, Chicago, Miami) and aligning pursuit strategies with marketing initiatives.
- Assisted in internal and external graphics communications using Adobe InDesign, Illustrator, Lightroom, and Photoshop. This included event invitations, newsletter graphics, social media announcements, and presentation graphics.

Various Clients Westborough, MA

Freelance Web Design & Marketing Consultant November 2023 - May 2024

- Completed the redesign of Jax Seafoods website, updating company information and leadership about sections.
- Produced new product photos of 30+ products for Alexandria Jewelry, editing them in Adobe Photoshop and Lightroom.
- Completed the redesign of Alexandria Jewelry's website, using Shopify. Uploaded all new product photos and redefined the user experience, implementing a new messaging system for the user.

Mented Cosmetics

Intern, Brand and Content

Remote

February 2023 - May 2023

- Assisted in managing and updating website content through Shopify, including product pages, banners, and homepage layouts to support launches and campaigns.
 - Edited and created product and promotional images using Canva for use on the Mented Cosmetics website and social media (230K Instagram followers).
 - Collaborated with the marketing team to grow the affiliate program, increasing participants by 33% in four months.

PROFESSIONAL AFFILIATIONS

SMPS (Society for Marketing Professional Services)

Boston, MA

Member, Communications Committee

May 2024 - Present

- Managed and updated the SMPS Boston website, ensuring timely publication of events, blog posts, and chapter announcements.
 - Monitored site performance and conducted monthly analytics research.
 - Implemented website improvements, including layout updates, accessibility enhancements, and photo layout.

AWARDS & RECOGNITION

Selected Participant, *Fearless Entrepreneurs Program*, Tetra Tech

2025

Selected for internal program focused on entrepreneurial thinking, leadership development, and business innovation

First Place, Sustainability Communication - Marketing Collateral, SMPS Boston

2025

Recognized for excellence in strategic communication and design promoting decarbonization initiatives

First Place, *Sports News Photography*, Virginia Press Association

2022