

EMMA WELTY

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Social Media & Content Strategist

Social media and content strategist with experience in brand campaigns, digital storytelling and audience growth. Proven ability to create engaging content, execute multi-platform strategies and translate complex ideas into high-performing digital media.

EDUCATION

The University of Texas at Austin
Bachelor of Journalism
Minors: Sports Media, Media Analytics
Graduation: May 2026

PROFESSIONAL EXPERIENCE

Texas Policy Reporter

Rambler Texas Media — Austin, TX | Jan 2026–Present

- Report on Texas public policy, including energy demand and education reform
 - Pitch and produce original stories translating complex issues into accessible, engaging content
 - Conduct interviews with policymakers, experts and stakeholders
 - Deliver timely, accurate reporting under tight deadlines in a fast-paced newsroom
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Digital Media Intern

UT Tower Fellows Program (McCombs School of Business) — Jan 2026–Present

- Manage and produce content across LinkedIn and Facebook, reaching broad professional and academic audiences
 - Develop recurring content series, including “Meet the Fellows,” to increase engagement and program visibility
 - Write social media, web and newsletter copy aligned with brand voice and messaging strategy
 - Execute event promotion, live coverage and post-event storytelling across digital platforms
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PR & Marketing Producer

The Drag Audio Production House — Austin, TX | Sept 2023–July 2024

- Led marketing strategy for podcast campaigns, including *Forsaken*, across multiple platforms
 - Created digital content and executed coordinated rollout strategies to drive audience engagement
 - Collaborated with cross-functional teams to produce and promote media content
 - Built brand partnerships to expand reach and visibility
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Independent Content Creator & Brand Partner

2022–Present

- Built and monetized a personal brand across TikTok, Instagram and YouTube
 - Executed paid partnerships with brands including HEB, Stoney Clover Lane and Constellation Brands
 - Produced short-form content optimized for engagement, trends and platform performance
 - Used analytics tools to refine content strategy and improve reach and audience interaction
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Sports Reporter & Press Interviewer

Texas Student Television — Austin, TX | Aug 2023–Nov 2023

- Conducted on-camera interviews with athletes and coaches for broadcast coverage
 - Researched storylines and developed strategic interview questions
 - Collaborated with production teams to deliver polished sports content
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SELECTED WRITING & REPORTING

WNBPA Case Study — “Shattered Glass”

Analysis of player equity and labor power in women’s professional basketball

NIL & Transfer Portal Commentary

Opinion analysis on the evolving economics of college athletics

RedCup Texas Feature Story

Long-form profile highlighting leadership, narrative and impact

Joanne McCallie Feature

Reported on the transition from Division I coaching to screenwriting, including mental health storytelling

John Burkhart Profile

Interview-based feature highlighting career insights and professional experience

Texas Policy Reporting (Rambler Texas Media)

Coverage of energy demand, data centers and education policy

PROJECTS

Forsaken Podcast Season 2 — Digital Campaign

- Designed and launched promotional assets across platforms
- Executed coordinated campaign rollout to support audience growth

Education & Culture Reporting

- Covered AISD policy changes and campus organizations
 - Produced feature and news stories using AP style and multimedia storytelling
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SKILLS

Social & Platforms: TikTok, Instagram, LinkedIn, YouTube, Meta

Tools: Adobe Creative Suite, Canva, Premiere Pro, Trello, Slack

Analytics: TikTok Analytics, Meta Business Suite, Instagram Insights

Writing: AP Style, brand copy, captions, newsletters

Other: Basic R/RStudio, Spanish (basic)

AWARDS

State UIL Journalism Competitor

Moody Dean's List (6 semesters)