

Emily Robertson

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emilyalves.com • Melbourne, FL

Sr Communication & Brand Strategy Specialist

Strategic communications, brand marketing, and content leader with 8 years of experience developing integrated communication strategies, brand activation campaigns, executive messaging, stakeholder engagement programs, and multi-platform content initiatives. Proven ability to translate complex information into compelling narratives that drive customer engagement, organizational alignment, and business outcomes across public sector, media, and corporate environments.

Areas of Expertise

- Adobe Creative Cloud | Canva | Microsoft Suite | WordPress
- Copywriting & Editing (AP Style)
- Content Strategy
- Executive Communications
- Cross-Functional Leadership
- Project Management Tools: Trello, Slack, Monday, Jira
- Stakeholder Engagement
- Brand Activation & Events
- Trilliterate: EN/SP/PT
- Performance Metrics & Audience Insights
- Brand Strategy & Marketing
- Strategic Communications

Professional Experience

Strategic Outreach Coordinator – Executive Suite

Florida Department of Transportation (FDOT) – Florida's Turnpike Enterprise | Orlando, FL **01/2026 to Present**

Lead enterprise-wide communications, brand strategy, stakeholder engagement, and executive initiatives supporting Florida's Turnpike Enterprise. Drive cross-functional programs that strengthen customer engagement, operational effectiveness, and strategic decision-making across statewide transportation initiatives.

- Developed and executed integrated communications, brand strategy, and stakeholder engagement initiatives supporting executive priorities, statewide outreach programs, and customer-facing campaigns across Florida's Turnpike Enterprise.
- Led SunPass brand activation strategy and customer engagement programs, leveraging survey data, KPI reporting, and post-event analytics to optimize outreach effectiveness, improve customer acquisition, and inform strategic decision-making.
- Partner with executive leadership on strategic outreach initiatives, workforce coordination, operational planning, and departmental support functions, including timesheet approvals and team administration as needed.
- Spearheaded the development of Florida's Turnpike Enterprise Executive Overview, a first-of-its-kind annual strategic publication designed to support executive leadership, gubernatorial transitions, organizational reporting, and long-term enterprise planning.

Content Producer & Writer (Newsroom)

01/2022 to 02/2025

NBC Connecticut (NBCUniversal) | West Hartford, CT

Supported the development and execution of multi-platform storytelling and brand campaigns, ensuring strategic alignment, visual consistency, and audience engagement across digital, social, and broadcast channels.

- Produced a top-performing morning show (#2 in online streaming viewership), with average viewer engagement exceeding 15 minutes.
- Partnered cross-functionally with creative, PR, and editorial teams to conceptualize and execute brand activation initiatives that elevated visibility and strengthened audience loyalty.
- Analyzed engagement metrics and audience data to refine content strategy, contributing to an 18% increase in digital engagement.

Operations & Communication Manager

07/2017 to 12/2021

MS Moving Inc. | Palmyra, NJ

Oversaw internal and external communications during business process transformations, driving employee alignment and client transparency. Built communication frameworks to improve efficiency, morale, and customer satisfaction.

- Created 50+ bilingual proposals, presentations, and branded materials, enhancing clarity and engagement across sales and operations teams.
- Increased client base by 20% through relationship management, strategic communication, and consistent delivery of high-quality content.

Education

Master of Arts | Southern New Hampshire University, Manchester, NH

Focused coursework on Communication, Marketing and New Media

Bachelor of Arts | Rowan University, Glassboro, NJ

Radio Television, and Film | Cum Laude graduate