

PHOEBE ALVES

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EDUCATION

Emerson College

Dual B. S. and M.A. in Political Communication

Academics: 3.99 GPA · Dean's List Fall 2023-Spring 2025

Extracurriculars: Alpha Epsilon Phi · WEBN-TV Boston · Campus Tour Guide

Boston, MA

August 2023 - May 2027

SKILLS

Written Communication: Copywriting, Proofreading, Press Release Writing, Research Summaries, Speech Writing, Media Outreach

Content Creation: Microsoft Office, Google Suite, Canva, MailChimp, Social Media Strategy, Content Scheduling, SPSS Statistics

PROFESSIONAL EXPERIENCE

Emerson College Polling

Research and Communications Intern

Boston, MA

September 2025 - Present

- Supported survey development and data collection through Qualtrics survey design, ensuring questions were clearly worded, methodologically sound, and aligned with polling objectives to generate reliable and meaningful results.
- Contributed to data analysis and synthesis, interpreting polling results to produce accessible, compelling summaries and communication materials tailored for public release, media outreach, and internal reporting.
- Assisted in drafting press statements, social media content, and outreach materials, translating complex polling data into engaging, easy-to-understand narratives that highlight key trends and findings for diverse audiences.

Rasky Partners, Inc.

Public Relations Intern

Boston, MA

June 2025 - September 2025

- Compiled and synthesized daily media monitoring reports, delivering timely insights to internal teams and clients..
- Engaged directly with reporters and pitched stories, gaining hands-on experience in media relations and strengthening relationships with targeted journalists.
- Supported media outreach efforts by conducting competitive messaging analyses, developing internal toolkits, and drafting pitches that secured timely story placements in key outlets, including WBUR, WGBH, The Boston Globe, and the Boston Business Journal.

Office of Massachusetts Senate President Karen E. Spilka

Communications Fellow

Boston, MA

January 2025 - May 2025

- Drafted, edited, and distributed press releases, speeches, and social media content to effectively communicate key legislative updates, initiatives, priorities, and different events of the office of Senate President Karen Spilka to the public and media.
- Supported the coordination of public events, including preparing materials, managing logistics, and liaising with stakeholders to ensure seamless execution and enhance community outreach and engagement.
- Performed thorough research on relevant policy issues, compiled and analyzed data, and provided actionable insights to support the development of targeted and effective communications strategies for the office.

Green Century Funds

Marketing and Communications Intern

Boston, MA

September 2024 - December 2024

- Conducted in-depth research to identify companies most vulnerable to environmental risks across various industries and drafted compelling, persuasive business cases to advocate for sustainable and environmentally responsible practices effectively.
- Created impactful press releases to effectively communicate these initiatives to the public and media while actively collaborating with the marketing team to enhance the organization's recognition through engaging in strategically targeted social media content.
- Thoroughly analyzed emerging industry trends and comprehensive environmental data, significantly driving stakeholder engagement and successfully increasing the organization's LinkedIn following by 3% within a targeted time frame.

Massachusetts Executive Office of Economic Development

Communications Intern

Boston, MA

June 2024 - September 2024

- Strategically developed and scheduled engaging social media content across platforms like X, LinkedIn, and Instagram while actively assisting in drafting and refining press releases to enhance public awareness of key economic development initiatives effectively.
- Collaborated closely with team members to conceptualize and produce dynamic multimedia content, including eye-catching graphics and compelling videos, significantly improving social media posts' visual appeal, consistency, and overall impact.
- Proactively monitored social media analytics to evaluate campaign performance thoroughly and created detailed engagement metrics.