



# Smarter Travel Student Awards

The Judging Panel



## Eric O'Callaghan

Senior Marketing Officer at the National Transport Authority

Eric is a Senior Marketing Officer at the National Transport Authority with expertise in areas including advertising, social media, content marketing, and digital marketing strategy.

Eric has years of experience across several sectors including banking, communications and content, while also working as a freelance writer for numerous publications. Recently, Eric has launched a variety of successful national and regional campaigns on behalf of Transport for Ireland and currently oversees all communications for TFI Leap, TFI Go and the Network Redesign in Dublin.



### Category 2 Social Marketing

Poster or digital marketing campaigns, sustainable travel seminars or webinar series, walking or cycling programmes and much more!