



Smarter Travel Student Awards

The Judging Panel



Sarah Hamill

Travel Information Manager at the National Transport Authority

Sarah is a recent addition to the National Transport Authority, having joined as the Travel Information Manager. With extensive expertise in advertising, branding, design, production, and marketing, she brings a wealth of experience to her role.

Over the years, Sarah has successfully developed national and regional campaigns across diverse sectors, including finance, pharmaceuticals, and travel. Her key strength lies in collaborating with her team to craft clear, impactful, and engaging creative campaigns.



Category 2 Social Marketing

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