



Smarter Travel Student Awards

The Judging Panel



Siobhán Kelly

Marketing and Information Officer and Dublin Bus

Siobhán is a seasoned Marketing and Information Officer at Dublin Bus with over 10 years of experience in the field. Specializing in social media management, content creation, digital marketing, and advertising campaigns, Siobhán has a proven track record of driving successful marketing strategies. Siobhán holds an undergraduate degree from Maynooth University in Anthropology and Sociology, providing a deep understanding of audience behavior and cultural trends.

She further honed her expertise by completing a master's in digital marketing at Dublin Business School, combining academic insights with hands-on experience to deliver impactful marketing campaigns.



Category 2 Social Marketing

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