



Smarter Travel Student Awards

The Judging Panel



Emily O'Reilly

Senior Customer Experience Officer at the
National Transport Authority

Emily O'Reilly is an experienced communications and customer experience professional with more than two decades working across Ireland's public sector and technology industries. As Senior Customer Experience Officer, Emily leads initiatives that strengthen how customers interact with public transport under the Transport for Ireland (TFI) brand. Her work centres on ensuring that customer insights, accessibility needs and meaningful engagement shape major national transport projects.

Previously, Emily spent six years as Communications and Brand Manager for the BusConnects programme, where she oversaw large public consultations and delivered strategic communication for major network and infrastructure improvements.

Before this, she served as Communications Executive, managing the social media presence of Leap Card, TFI and BusConnects, while also developing brand identities and leading digital engagement for key public services.

Emily began her NTA career as a Research Officer, focusing on bus licence regulation, compliance monitoring and the refinement of operational processes.



Category 2 Social Marketing

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