

Kylie Schwartz

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EDUCATION

The University of Texas at Austin, Moody College of Communication | Austin, TX December 2026
Bachelor of Science in Advertising, Minor in Business GPA 3.97/4.00

- Dean's List (All Eligible Semesters); coursework in Finance & Accounting, Advertising Research, and Media Planning
- Quantitative & technical coursework: Social Media Analysis (Python), Management Information Systems (Excel), Sales Leadership with Technology and AI (Salesforce, Claude, Gemini, & Perplexity)

EXPERIENCE

Omnicom Media Group | New York, NY June 2026- August 2026
Strategic Planning Intern

- Engineered client-specific AI agents within OMNI AI for Aetna, securely grounding data to automate media planning, budget allocation, and strategic insight generation.
- Analyzed 600K+ ad impressions weekly across 16 campaigns, translating campaign performance and audience data into actionable insights to inform media strategy and targeting decisions.
- Presented conversion analyses, audience personas, and media recommendations to 100+ executives and stakeholders, distilling complex campaign data into clear, decision-oriented insights.

Sony Pictures Entertainment | Los Angeles, CA May 2025 – August 2025
International Digital Marketing Intern, MPG

- Authored competitive analysis and marketing strategy for 10+ films, guiding a multi-hundred-million-dollar portfolio.
- Coordinated theatrical campaign assets across 60+ international markets, ensuring on-strategy delivery under tight timelines.
- Built Gen-Z social-behavior insights and pitched them to 200+ executives, shaping digital and social strategy.
- Scoped and pitched influencer and experiential activations, several of which were adopted into live campaigns.

Proper Hotels | Santa Monica CA June 2024 – August 2024
Digital Marketing Intern

- Drove marketing and sales KPIs up 67% across 12 luxury-brand webpages by designing and executing an SEO optimization.
- Ran financial analyses on marketing initiatives, tracking ROI and budget variance, to guide spend decisions.
- Conducted market research identifying consumer preferences, trends, and innovation opportunities.

Emily Blair Media | Los Angeles CA May 2024 – August 2024
Public Relations Talent Intern

- Developed data-informed creator outreach pitches and media lists aligned to audience demographics, securing client coverage across YouTube, streaming, and podcasts.

In Focus Advertising | Calabasas, CA June 2022 – August 2023
Brand Strategy Intern

- Analyzed performance data to optimize targeting and timing, lifting engagement up to 42% across 8 managed social campaigns.
- Produced market and financial-performance reports in Excel to support campaign optimization and budget decisions.
- Structured client-acquisition proposals that contributed to winning a new account.

LEADERSHIP & COMMUNITY INVOLVEMENT

Integrated Communications Campaigns | Austin, TX August 2026 – Present
Agency President & Strategy Lead

- Leading a 40-person student agency, directing research, strategic analysis, and marketing consulting for a local restaurant group.

Alpha Epsilon Phi | Austin, TX September 2024 – Present
Apparel Chair

- Generated \$60K+ in sales by owning branding, vendor relations, and marketing strategy, increasing chapter engagement 35%.
- Managed budgeting and logistics across five annual launches with 100% on-time delivery.

Runway of Dreams Foundation | Austin, TX January 2024 – Present
Marketing Committee

- Led social, email, and campus outreach to promote event awareness and fundraising; supported event logistics.

The Caring Closets | Los Angeles, CA December 2020 – May 2023
Founder

- Collected and distributed 6,000+ clothing items through mobile closets, serving hundreds of families in need.
- Directed nonprofit operations, including strategic planning, event coordination, budgeting, and volunteer management.

SKILLS & STRENGTHS

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- *Technical:* Python, JavaScript, CM360, GA4, GSC
 - *Applications:* Salesforce, M365, LLMs
 - *Specialties:* Project Management, Strategic Marketing, Data Analysis, Consumer Research, Advertising
 - *Languages:* English (Native), Spanish (Intermediate)