Kylie Calagna

972-207-5866 kylie.calagna@gmail.com McKinney, TX www.linkedin.com/in/kylie-calagna

Experience

D.R.Horton | **Marketing Intern** May 2026 to August 2026
Dallas, Texas

- Planned and executed email and Meta advertising campaigns, developing creative assets, audience targeting, and lead-generation strategies.
- Created digital content, including community photography, branded graphics, promotional materials, and short-form video
- Managed website content for 15 communities, updating inventory, property descriptions, and SEO-focused copy.
- Monitored campaign performance and lead activity using Meta Business Suite and CRM tools, applying performance insights to inform ongoing marketing efforts.

Tom Love Innovation Hub | **Marketing Assistant** November 2025 to Present
Norman, OK

- Manage social media and communications for the OU Fabrication Lab, producing original photography, video, and digital content.
- Grew the Fabrication Lab's social media audience by approximately 300 followers through strategic content planning and brand storytelling.
- Supported OU Startup Programs through branding, website design, and marketing initiatives for student entrepreneurs.
- Developed Light Spike's website and promotional content, contributing to its SharkNinja Innovation Competition presentation and Golden Ticket recognition.

Sidelines Bar & Grill | **Social Media Manager** November 2024 to May 2025
Norman, OK

- Developed and executed a TikTok content strategy, creating and editing short-form videos to enhance event promotion and brand visibility.
- Analyzed social media trends and audience engagement to craft targeted content, enhancing brand awareness.
- Engaged with followers through comments and social media interactions, strengthening community ties and boosting brandpresence.

Education

University of Oklahoma | **Bachelor of Arts**: **Advertising,** Expected in December 2026
Norman, OK

- Minor: Digital Marketing
- Honors: President's List; Dean's List
- Alpha Phi Sorority, 2022-2026

Skills

- Digital marketing
- Meta advertising
- Campaign Planning
- SEO strategy
- CRM & Marketing
- Analytics Adobe Creative
- Brand storytelling