ISABELLA EGAÑA

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EDUCATION

The University of Texas at Austin – Austin, TX **December 2026**
Bachelor of Science in Advertising – Moody College of Communications, 3.8 GPA
Business Foundations Minor – McCombs School of Business, 4.0 GPA
Relevant Coursework: Advanced Media Strategies, Media Investments, Digital Metrics

Universitat Autònoma de Barcelona – Barcelona, Spain **May 2025 – June 2025**
Study Abroad – Coursework in International Marketing

EXPERIENCE

Jennifer Bett Communications – New York, New York **June 2026 – August 2026**
Public Relations Intern, Health & Social Impact

- Conducted daily press audits and monitoring for 10+ health and social impact clients to identify media opportunities
- Drafted 30+ media pitches and interview briefs using outlet research and client positioning to inform outreach
- Supported planning and execution of a Sunfish Fertility event in New York City, assisting with on-site coordination

TAG Strategies – Austin, Texas **January 2026 – May 2026**
Corporate Marketing Intern

- Built media lists of 50+ Austin influencers and led outreach to increase brand visibility for fitness and fashion clients
- Researched and pitched 25+ event venues across three cities to support APEX athletic competition planning
- Developed and scheduled 15+ branded email campaigns in Iterable to support seasonal launches and promotions

MarTecha – Austin, Texas **January 2025 – August 2025**
Digital & Growth Marketing Intern

- Built and automated 10+ multi-touch email journeys in HubSpot and Pardot to support targeted audience engagement
- Led A/B testing across email and social campaigns to increase click-through rates and optimize messaging
- Conducted competitive audits of 5 emerging CPG brands to evaluate media strategy and first-party data usage

Dumb Love Apparel – Austin, Texas **January 2024 – May 2024**
Marketing & Public Relations Intern

- Executed on-campus brand activations engaging 300+ students, driving 22% growth in social media following
- Coordinated and secured Waterloo and Sap Hydration brand partnerships for 200+ attendee grand opening event
- Produced PR collateral and short-form social content generating 15K+ views across Instagram and TikTok platforms

RELEVANT PROJECTS

Duolingo Integrated Media Campaign – Texas Media & Analytics **Fall 2026**
Strategy Lead

- Lead campaign strategy to position Duolingo as an effective language-learning tool despite its gamified approach
- Analyze Gen Z consumer insights and competitive positioning to reinforce the "Duolingo Works" message
- Develop integrated paid, earned, and owned media strategies to build brand credibility and drive engagement

Limegreen Southeast Asian Grill – The Lab UT **Fall 2026**
PR Director

- Lead PR strategy to increase awareness of a family-owned Southeast Asian restaurant among UT Austin students
- Develop targeted media lists and a student ambassador program with trackable promotional codes
- Plan campus activations and earned media outreach centered on the brand's "Family and Flavor" positioning

ADDITIONAL

- **Technical Skills:** Google Analytics (Certified), Google Ads (Certified), Tableau, Microsoft Office Suite, Social Media Platforms (Instagram, LinkedIn, X, TikTok), Generative AI Tools, Adobe Dreamweaver, HubSpot Analytics, Salesforce Pardot, Adobe Creative Suite, Canva, Iterable, Excel, CRMs, Short-Form Video Production, AP Style Writing