

AISHLING CALLANAN

Marketing • Brand Strategy • Digital Insights

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PROFILE McCombs marketing student and Division I athlete with experience across brand consulting, digital marketing, audience intelligence, AI-enabled business projects, and content strategy.

EXPERIENCE

Feniex Industries Austin, TX

Corporate Intern | 2026 – Present

- Support cross-functional projects spanning project management, AI development, and business operations.
- Contribute to technology-focused initiatives by helping translate internal needs into practical project solutions.

Legend Labs Austin, TX

Brand Consulting Intern | Aug 2026 – Present

- Conduct online listening for SEC, Texas, and ERCOT accounts to identify trends, emerging conversations, and relevant insights.
- Develop weekly reports summarizing audience sentiment and findings to inform client strategy and decision-making.

Production Resource Group (PRG) Los Angeles, CA

Marketing Intern | Jun – Aug 2026

- Supported social strategy across Instagram, LinkedIn, TikTok, Facebook, and X; tracked engagement and audience trends.
- Used Google Analytics, Brandwatch, and BrightEdge to evaluate SEO, campaign performance, competitive activity, and content effectiveness.
- Supported short-form content and event marketing through promotional work, attendee management, and on-site coordination.

HDSCreative Los Angeles, CA

Marketing Assistant | May – Sep 2025

- Supported brand campaigns by organizing 20+ creative assets, coordinating timelines, and contributing to 1–2 weekly marketing email campaigns.
- Supported promotion of high-profile productions including American Horror Story and Super Bowl LVII, helping grow social following to 10K+.

Ouro Financial Austin, TX

NIL Athlete | May 2023 – Oct 2025

- Produced monthly branded content across a two-year NIL partnership, averaging 5,000 views per post.

LEADERSHIP & INVOLVEMENT

Student-Athlete Business Club Austin, TX

Member | Sep 2023 - Present

- Engage in monthly discussions on business strategy, brand building, and career development with fellow student-athletes and industry speakers.

Courts For Kids Service Trip Hoya De Perez, Dominican Republic

Volunteer | Jul 2024

- Contributed 200+ service hours with 20+ volunteers to build a basketball court for an underserved community.

EDUCATION

University of Texas at Austin

McCombs School of Business

BBA, Marketing

May 2027

ATHLETICS

Texas Women's Track & Field

Division I Student-Athlete

- NCAA West Regional Qualifier
- SEC Conference scorer
- No. 3 on UT all-time performer list — 3000m Steeple
- 20+ hrs/week training, meetings & travel

TOOLS

Brandwatch

Google Analytics

BrightEdge

Excel

Qualtrics

RESEARCH

Survey design

Conjoint analysis

Regression

Cluster analysis

Text analysis

HONORS

- Athletic Director's Honor Roll
- University Honors
- Truist Community Hero Award

PROJECT

McDonald's E. Coli Outbreak Recovery

Team Consultant • May 2025

- Co-authored a 50+ page report and presented recovery recommendations to faculty.

CAREER FOCUS

- Tech marketing
- Product marketing
- Brand strategy
- Growth & digital marketing