

# Emilia Pyle

## Strategic Planner

Pyleegl@gmail.com

979-264-8975

Denton, Texas

Strategic Account Planner with a foundation in Advertising & Brand Strategy and Sociology, combining cultural insight, consumer behavior analysis, and unconventional thinking to develop and inform compelling agency strategy.

### Technical Skills

MRI Simmons   Brand Audits   Google Analytics   Social Media Strategy   Creative Brief Development

### Education

B.S. in Advertising and Brand Strategy Minor in Sociology  
University Of North Texas

Honors & Awards  
Deans List 5 semesters  
Graduation Date: May 2026

### Experience

Outreach Intern   Fall 2025  
Our Daily Bread

- Assisted in developing outreach messaging and materials aligned with organizational values and target audiences.
- Tracked outreach activities and engagement metrics to assess effectiveness and inform future initiatives.
- Collaborated cross-functionally with staff and volunteers to execute outreach efforts and ensure consistent brand representation.

Account Planner   Spring 2026  
SWOOP agency

- Supported account planning through research, insight development, and creative brief writing.
- Organized and controlled timelines and budget for the team and client
- Developed audience insights, personas, and cultural observations to guide creative strategy and messaging.
- Synthesized qualitative and quantitative insights into clear, actionable takeaways to inform creative briefs and campaign direction.

### References

Jenna Edwards

Development Director | Our Daily Bread

979-505-8959

# Emilia Pyle

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Dear hiring Manager

I am excited to apply for the Client Strategy Principal Integrated Media position at PMG. With a BS in Advertising & Brand Strategy, a Sociology minor, and hands-on experience in strategic account planning and insight-driven brand strategy, I am confident in my ability to contribute to PMG's mission of crafting meaningful, data-informed media strategies that drive client growth and impact.

In my academic and professional development, I've honed a strategic mindset that bridges account planning, cultural insight, and media strategy. My sociology background equips me with a deep understanding of consumer behavior and cultural trends, allowing me to interpret data through a human-centric lens and uncover niche insights that fuel creative briefs and campaign direction. I am passionate about developing strategies that align with both business objectives and audience motivations, whether that involves innovative positioning, audience segmentation, or forward-thinking media recommendations.

During my Account Planning internship with SWOOP, I leveraged qualitative and quantitative research to inform strategic recommendations and shaped cross-functional collaboration between creative, media, and analytics teams. I enjoy identifying opportunities to challenge assumptions, test new ideas, and iterate on strategy in fast-paced environments. Skills I know align with PMG's emphasis on curiosity, creative thinking, and data-driven decision-making. I am particularly drawn to PMG because of its integrated approach to strategy and media, where insights, creativity, and collaboration intersect to drive thoughtful, full-funnel solutions for clients.

Thank you for considering my application. I would welcome the chance to contribute to building cohesive strategies and deep client relationships while learning from PMG's esteemed team of cross-disciplinary professionals.