

ENTERPRISE MARKETING & BRAND EXECUTIVE

DANIELLE
Calcara



EXECUTIVE SUMMARY

Award-winning marketing and brand executive specializing in experience-driven growth, integrated storytelling, and transformational brand strategy.

Over the course of her career, Danielle has led major brand evolutions, audience growth initiatives, and enterprise marketing transformations across media, experiential branding, customer engagement, and integrated communications. Her background spans broadcast television, strategic communications, public relations, experiential marketing, and branded environments — with a proven track record of modernizing legacy brands, leading large-scale organizational change, and driving measurable growth in highly competitive markets.

Known for blending strategy, storytelling, customer psychology, and experience design, Danielle believes the future of branding is not just what people see — it's what they feel.

Winner of ten Emmy Awards, two National Edward R. Murrow Awards, and eleven Global Entertainment Marketing Academy of Arts Awards.

danielbecalcara.com

DANIELLE CALCARA

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MARKETING
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EXECUTIVE

/ CONTACT

Please inquire via website:
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/ EDUCATION

**Bachelor of Arts,
East Texas A&M University**

Radio & Television
2008 | GPA: 3.81

/ SKILLS

- Brand Transformation & Experience Strategy
- Enterprise Marketing Leadership
- Customer Engagement
- Experiential Marketing
- Integrated Communications & Media Strategy
- Digital Marketing, AI Search, & SEO
- Thought Leadership & Public Relations
- Growth Strategy & Audience Engagement
- Creative Direction & Storytelling

/ EXPERIENCE

**Senior Vice President of Marketing |
NewGround International
Feb 2025 - Present**

As Senior Vice President of Marketing at NewGround International, Danielle leads enterprise marketing strategy, brand positioning, communications, thought leadership, and strategic partnerships for one of the world's leading integrated design-build firms specializing in headquarters facilities, financial institutions, branded environments, and experience-driven spaces.

She oversees all external engagement, public relations, media strategy, paid media, digital marketing, AI search and SEO strategy, and enterprise brand collateral, from executive presentations to large-scale branded materials and campaigns.

Danielle also led the company through a bold brand re-envisioning, evolving NewGround's established reputation with a sharper, more modern edge designed to differentiate the organization in an increasingly competitive marketplace.

Working cross-functionally with executive leadership, business development, strategy, creative teams, and shared services, Danielle helps drive integrated growth initiatives and modernize how organizations connect with customers through experience-driven marketing, storytelling, and engagement. Danielle's additions of experiential marketing, non-profit and media partnerships, and restructuring of NewGround's earned media and paid outside media strategy have lead to dramatically increased visibility and lead generation.

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/ EXPERIENCE (CONT.)

Marketing & Creative Director | KMOV-TV, Gray Media
Jan 2022 - Mar 2025

Led enterprise marketing, brand transformation, audience growth, and strategic communications initiatives for KMOV, overseeing all aspects of brand development, creative strategy, media campaigns, partnerships, and integrated audience engagement across broadcast, digital, and experiential platforms, acting as the CMO for the organization locally.

Directed cross-functional creative and marketing teams through a period of significant organizational transformation, helping reposition the station into the dominant market leader in St. Louis through bold strategic branding, audience-first marketing, and large-scale operational modernization initiatives.



Key accomplishments include:

- Led the strategic transformation and rebrand of the station into "First Alert 4," establishing a stronger market identity and modernized audience positioning
- Spearheaded the relocation and launch of a multi-million-dollar state-of-the-art broadcast facility, overseeing marketing strategy, brand rollout, and creative implementation
- Developed integrated marketing and media campaigns across broadcast, outdoor, digital, SEO, SEM, and experiential channels to maximize audience growth and market visibility
- Drove the highest ratings growth in station history, tripling audience share over a five-year period and significantly strengthening competitive market position
- Led executive strategy and long-term business planning initiatives in partnership with company leadership during a period of merger integration and organizational change
- Rebuilt, restructured, and developed high-performing creative and marketing teams focused on innovation, agility, and audience engagement
- Leveraged audience research, market analysis, and consumer insight to identify growth opportunities and shape long-term brand strategy

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/ EXPERIENCE (CONT.)

Phoenix Creative Group Director | Meredith Corporation

Sept 2020 - Jan 2022

Recruited to lead Meredith Corporation's transformational marketing initiative for nine CBS television stations across six U.S. markets, overseeing integrated brand strategy, audience growth, media campaigns, and cross-platform marketing initiatives reaching a combined audience of 38.6 million across broadcast, digital, and social platforms. Directed multi-market strategic marketing operations, managing a \$2.1M annual marketing budget, outside media investments, and a remotely managed high-performing team responsible for launching the organization's shared services marketing model across the enterprise.

Key accomplishments include:

- Led enterprise-wide initiatives that drove historic ratings growth in Kansas City, sustained market leadership in Phoenix, and repositioned Atlanta into a unified brand presence
- Successfully launched integrated image campaigns across all stations during the 2021 Super Bowl, aligning brand strategy and audience engagement at scale
- Facilitated executive strategy sessions across six markets, developing long-term growth and marketing plans rooted in audience insight, analytics, and consumer behavior
- Built and led a high-performing marketing team within 90 days, remotely
- Drove operational efficiency and significant cost savings through the successful implementation of Meredith's shared services marketing structure
- Leveraged data-driven strategy, audience research, and media planning to modernize local brand positioning and maximize audience engagement across evolving media platforms

Creative Services Director | WDAF (FOX4), Kansas City

Jan 2018 - Aug 2020

Led strategic marketing, brand evolution, and audience engagement initiatives for WDAF-TV, helping transform a legacy FOX affiliate into a more modern, differentiated, and competitive media brand through integrated marketing, design innovation, and audience-first brand strategy.

Key accomplishments include:

- Spearheaded a major brand evolution initiative that repositioned the station through strategic marketing, creative direction, and visual identity modernization
- Directed the successful launch of a \$1M state-of-the-art news set and studio transformation designed to deepen audience connection through authentic regional storytelling and architecture-inspired environmental design
- Increased ratings and strengthened market engagement by aligning brand experience, visual storytelling, and audience insight with evolving viewer expectations
- Leveraged strategic positioning, design innovation, and consumer behavior insights to modernize the station's market presence and drive long-term audience growth

/ EXPERIENCE (CONT.)

Creative Services Director | Nexstar Media Group, Little Rock (KARK, FOX16, KARZ, CW) Mar 2015 - Dec 2017

Led integrated marketing, brand strategy, creative operations, and audience engagement initiatives across four television stations in the Little Rock market, overseeing news promotions, commercial campaigns, community partnerships, event marketing, graphics, and multi-platform brand messaging. Managed the distinct positioning and growth strategies for multiple station brands simultaneously, balancing unique audience identities while creating operational alignment and cross-functional collaboration across teams.

Key accomplishments include:

- Drove a 272% revenue increase for the CW affiliate while expanding audience reach by 487% and achieving 129% growth within the first year, positioning the station among the top-performing CW affiliates in the country
- Developed innovative experiential and community-driven marketing campaigns through strategic partnerships, live events, pop culture activations, and immersive branded experiences
- Led high-impact promotional initiatives including comic convention integrations, MiLB partnerships, and the transformation of a local diner into an immersive Archie Comics-themed popup experience
- Strengthened and expanded the local marketing and creative team, building stronger in-market engagement capabilities and campaign execution
- Successfully maintained and evolved distinct brand identities across multiple stations while ensuring strategic consistency and operational efficiency across the organization
- Earned national industry recognition with a CW Apex Award for creative excellence and audience engagement strategy in 2015

Communications Manager | American Red Cross, Greater Ozarks (AR, MO, MS, TN) Jun 2014 - Mar 2014

Led regional public relations, communications, media relations, and crisis response strategy for American Red Cross operations across Arkansas, Missouri, Tennessee, and Mississippi. Managed emergency communications, media engagement, spokesperson responsibilities, and public awareness initiatives. During crisis response efforts while serving as a key liaison between the organization, local media outlets, community partners, and the public.

Key responsibilities include:

- Directed regional communications strategy and media relations across a four-state territory
- Led emergency response communications and served as an organizational spokesperson
- Developed press releases, coordinated media coverage, and managed high-profile public information initiatives
- Collaborated closely with local media partners to elevate visibility for Red Cross programs, events, and emergency services, special event coverage and communications efforts.

/ EXPERIENCE (CONT.)

Executive Promotions Producer | Nexstar Media Group, Little Rock **July 2013 - Jun 2014**

Led creative strategy, community engagement, and integrated brand initiatives for KARK-TV, FOX16, The CW Arkansas, and KARZ-TV overseeing breakthrough marketing campaigns, audience engagement efforts, and award-winning creative development.

Key accomplishments include:

- Led the team behind Emmy Award-winning creative campaigns recognized for innovation, storytelling, and community impact
- Developed and launched "Victory Over Violence," a large-scale community initiative focused on addressing escalating violent crime and rebuilding trust, safety, and neighborhood connection across Little Rock
- Partnered with state and local leadership, including the Governor of Arkansas, the Mayor of Little Rock, senators, representatives, schools, nonprofits, and community organizations, to build a unified public engagement effort around violence prevention and community revitalization
- Fostered deep community engagement through strategic outreach, storytelling, public awareness campaigns, and collaborative partnerships designed to create meaningful local impact and strengthen audience trust
- Helped position the station as a trusted community leader through purpose-driven marketing, public service initiatives, and audience-centered brand strategy

Promotions Producer | FOX News Corp. (WNYW, New York City) **Sept 2011 - Jun 2013**

Led news promotion, audience engagement, and marketing initiatives for WNYW and WWOR-TV, partnering closely with FOX Broadcasting and newsroom leadership to develop strategic campaigns supporting network programming, local news growth, and audience expansion in the nation's largest media market.

Key accomplishments include:

- Successfully transitioned into the New York market from Little Rock, quickly assuming leadership responsibilities across research, ratings analysis, and audience strategy
- Led the New York research team in evaluating audience behavior, story performance, viewer engagement, and competitive positioning to inform strategic marketing and content decisions
- Spearheaded the relaunch and rebranding of a secondary New York station, significantly improving ratings performance across key audience metrics
- Developed a successful branding and audience growth model that was later utilized as a framework for other FOX affiliates nationwide
- Collaborated cross-functionally with FOX Broadcasting, newsroom leadership, and creative teams to strengthen market positioning, promotional strategy, and multi-platform audience engagement

/ EXPERIENCE (CONT.)

Early Career Summary | Film & Broadcast, Dallas, Abilene, Little Rock 2007 - 2013

Danielle launched her career in film and broadcast production across Texas, working as an Editor and Assistant Director of Photography for Panther City Films in the Dallas-Fort Worth area while also contributing to freelance film and commercial projects throughout the region. Her early work in cinematic storytelling, production, editing, and visual direction contributed to multiple film festival award-winning projects and helped shape her foundation in audience engagement, emotional storytelling, and visual brand development.

Danielle later transitioned into broadcast television, beginning as a news photographer and videographer in Abilene, Texas, where she quickly developed hands-on expertise across live production, field storytelling, editing, promotional writing, and visual content creation in fast-paced newsroom environments. She was also the only female news photographer in the market at the time, helping pave the way in a traditionally male-dominated role through resilience, adaptability, and leadership under pressure.

Recognized early for her strategic and creative strengths, Danielle was promoted from Topical Producer to Executive Producer within Nexstar Media Group, expanding her responsibilities into broader brand strategy, audience engagement, integrated marketing, community initiatives, and enterprise creative leadership across station operations in Little Rock.

/ VOLUNTEER WORK

Board Leadership & Community Engagement

Outside of her executive work, Danielle is deeply committed to nonprofit leadership and community impact, having served as a brand consultant for 501(c)(3) organizations nationwide and as Board President for two nonprofits, most recently serving on the Wentzville School District Tech & Learning committee, helping shape the next generation's education.

- Former Board President, Kansas City Women in Film & Media
- Brand consultant and strategic advisor for nonprofit organizations and 501(c)(3)s nationwide
- Led community-driven initiatives focused on violence prevention, public engagement, and nonprofit advocacy in multiple markets throughout her career
- Former Board President, Historic Neighborhood Preservation 501(c)(3), Capital View / Stiff Station, Little Rock, AR
- Current brand consultant for the Clayton Community Foundation
- Partnership ambassador on behalf of NewGround International with The Urban League of St. Louis for tornado relief effort following historic storms

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/ SUMMARY OF IMPACT

- Led enterprise marketing and brand transformation initiatives across New York, Phoenix, St. Louis, Kansas City, Atlanta, and Little Rock
- Directed multi-million-dollar rebrands, facility launches, and integrated growth initiatives
- Tripled audience share and drove historic ratings growth in highly competitive media markets
- Managed enterprise marketing operations, media strategy, public relations, digital marketing, SEO/SEM, and customer engagement initiatives
- Built and led high-performing cross-functional teams across multiple markets and organizational transformations
- Specialized in experience-driven branding, audience psychology, and customer engagement strategy
- Speaker in highly-attended branding, customer engagement, and marketing strategy at industry conferences, focused on innovation, growth, and experience-driven brands.

/ CONTACT

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AWARDS

- 11 Global Entertainment Marketing Academy Awards
- 10 Regional Emmy Awards
- 2 Edward R. Murrow Awards
- 2 48 Hour Film Festival Awards
- CW Apex Award
- SXSW Film Festival Award