

Lily Q. Dosedel

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EDUCATION

The University of Iowa – Iowa City, IA

Anticipated May 2025

Bachelor of Business Administration

Business GPA: 4.22/4.00

- B.B.A. Marketing, B.B.A. Business Analytics and Information Systems
- Presidential Scholars Program, University Honors Program, Tippie Business Honor Society
- 2023 Tippie Top 21 Recipient: distinguished as an outstanding leader/scholar among pool of 90+ nominees

Study Abroad at Mahidol University International College – Bangkok, Thailand

Fall 2024

- Served as Photo Blogger for The Education Abroad Network (TEAN): teanabroad.org/blog/tag/lilydosedel/

EXPERIENCE

Social Media Marketing Intern

May 2022 – Present

Tippie College of Business – Iowa City, IA

- Introduced 27.7k organic non-followers to IG account through filming, editing, starring in mental health Reel
- Led the planning and execution of the College's 2023 holiday video, reaching a 50,000+ alumni network
- Constructed 35+ informative posts for college's LinkedIn, Facebook, and Twitter (X) accounts, scheduled using Sprinklr, by adapting to each site's copywriting styles and algorithm methods
- Collaborate in quarterly campaign planning to develop content calendar and strategies to boost interactions

SHINE Marketing Intern

Jun. 2024 – Aug. 2024

Deloitte – Los Angeles, CA

- Supported Audit & Assurance AI Marketing and Sales/Demand Generation Operations teams
- Conducted competitive analysis of artificial intelligence offerings to aid development of AI content strategy
- Designed training materials for Demand Generation, which bridges gap between Sales and Marketing

Marketing Consultant

Jan. 2023 – May 2024

Marketing Institute – Iowa City, IA

- Won 1st place among 4 teams by leading the logo design and creation of new branding guidelines for local childcare center, resulting in real-world implementation
- Optimized distribution strategy and product mix by leveraging primary and secondary research to increase brand awareness for child footwear business Bobbi-Toads

Marketing & Communications Intern, Shared Services

May 2023 – Aug. 2023

The Weitz Company – Des Moines, IA

- Attracted 25 diverse businesses to participate in expansion of company's DEI initiatives through development of a comprehensive digital/print marketing toolkit including a logo, flyer template, website, etc.
- Spearheaded a 4-phase social media strategy audit to streamline content creation process and increase social media engagement across all 14 business units

ACTIVITIES & LEADERSHIP

Multicultural Business Student Association – President

May 2023 – May 2024

- Increased membership by 30% through a diligent recruitment strategy and community building efforts
- Facilitated weekly meetings and communicated with executive board of 7 to achieve organizational goals
- Managed relationships with corporate partners to yield 9 guest speakers and 2 professional trips per year
- Increased IG followers by 15% with clear and consistent posting strategy as VP of Marketing (2022-2023)

Tippie Sustainability Case Competition – Winning Team

Apr. 2024

- Won 1st place in inaugural 24-hour competition focused on increasing sustainable practices in the College
- Crafted a 3-part solution with the development of a rewards-based mobile app for student engagement

Other: BizEdge Mentoring Program, Global Engagement Student Advisory Board, Tippie Global Ambassador

TECHNICAL SKILLS

Tools: Adobe (Photoshop, Illustrator, Premiere Pro, InDesign), Canva, Excel, Python, SQL, R, Tableau

Methodologies: Forecasting, Data Visualization, Sentiment Analysis, Social & Behavioral Research (CITI Cert.)