

# Lily Q. Dosedel

[lily-dosedel@uiowa.edu](mailto:lily-dosedel@uiowa.edu) | [lilydosedel.com](http://lilydosedel.com) | (515) 401-4273 | LinkedIn: [lily-dosedel](#) | GitHub: [lilydosedel](#)

## EDUCATION

---

**The University of Iowa – Iowa City, IA** Anticipated May 2025

**Bachelor of Business Administration** GPA: 4.21/4.00

- 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, and advocate among a competitive pool of 90+ nominees

## EXPERIENCE

---

**Marketing Consultant** Jan. 2023 – Present

Marketing Institute – Iowa City, IA

- Ranked within top 20 students out of 300 to participate in the 3-semester long Marketing Institute program
- Won 1<sup>st</sup> place among 4 teams by leading the logo design and creation of new branding guidelines for local childcare center during Semester One, resulting in real-world implementation
- Optimized distribution channels for child footwear business Bobbi-Toads to increase brand awareness

**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
- Amplified voices of 6 Black students in Tippie by producing 3 IG Reels with 1-week turnaround each
- Led graduating senior campaign by creating 6 captivating photo collage carousels with Adobe Photoshop
- 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

**Marketing & Communications Intern, Shared Services** May 2023 – Aug. 2023

The Weitz Company – Des Moines, IA

- Attracted 25 diverse businesses to participate in launch of company's pilot DEI initiative 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** Aug. 2023 – Present

- Increased membership by 26% through a diligent recruitment strategy and community building efforts
- Facilitate weekly meetings and communicate with executive board of 7 to accomplish organizational goals
- Manage relationships with corporate partners to provide 9 guest speakers and 2 professional trips per year

**Tippie International Buddies – Global Ambassador** Aug. 2023 – Present

- Lead small group of 10 domestic and international students to promote cross-cultural communication
- Coordinate monthly small group and whole group events to build community for international students

**BizEdge Mentoring Program – Mentor** Aug. 2022 – Present

- Support 3 mentees and 40 others in program with valuable resources using identity-based mentorship
- Advance positive change in the community by planning workshops to foster personal/professional growth

**National Diversity Case Competition – Team Member** Dec. 2022 – Jan. 2023

- Collaborated within team of 4 to design adaptable environmental justice initiative for 3M to implement nationwide, including an executive summary, slide deck, and 25-minute oral presentation

**Other Involvements:** Global Engagement Student Advisory Board, Tippie Direct Admit Seminar Peer Mentor

## TECHNICAL SKILLS

---

**Tools:** Adobe (Photoshop, Illustrator, Premiere Pro, InDesign), Canva, Procreate, Excel, Python, SQL, Power BI

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