

Lily Q. Dosedel

Des Moines, IA – Iowa City, IA

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EDUCATION

The University of Iowa – Iowa City, IA

Anticipated May 2025

B.B.A. Marketing, B.B.A. Business Analytics & Information Systems

UI GPA: 4.20/4.00

Minor, Asian Languages and Literature – Chinese

Honors: University Honors Program, Presidential Scholars Program, Tippie Business Honor Society, President's List (Spring 2022, Fall 2022), Marketing Institute Scholar

EXPERIENCE

Marketing Institute Consultant

Jan. 2023 – Present

Tippie College of Business – Iowa City, IA

- Led team's logo design/rebranding for Growthland to achieve modernization and expand clientele
- Utilize written and verbal communication, market research, and design skills to collaborate within a team and develop final marketing deliverables for real-world implementation

Social Media Marketing Intern

May 2022 – Present

@tippiecollege – Tippie College of Business – Iowa City, IA

- Filmed, edited, and starred in IG Reel reposted by @uiowa, amassing 33k+ views and 1.2k+ likes
- Directed 3 IG Reels for the college's #ThisIsHowIStayGrounded campaign to provide student body with preventative mental health care techniques from student leaders and faculty
- Filmed and edited 2 IG Reels (8.2k+ views total) for Black in Business campaign with trending audio, highlighting the experience of Black students in the college during Black History Month
- Spearheaded passion project for International Mother Language Day, including filming 10 students who speak different world languages and compiling footage into one cohesive video
- Constructed 35+ informative posts for college's LinkedIn, Facebook, and Twitter accounts

ACTIVITIES & LEADERSHIP

Multicultural Business Student Association – Vice President of Marketing

Aug. 2022 – Present

- Lead organization's social media, promotional marketing, and other communication efforts
- Manage and delegate tasks to Marketing Chair & provide weekly marketing updates to President
- Engage in weekly discussions about trending diversity, equity, and inclusion (DEI) topics in business

BizEdge Mentoring Program – Mentor

Aug. 2021 – Present

- Support 2 mentees and others in program with valuable resources using identity-based mentorship
- Lead positive change in the community and plan workshops to foster personal/professional growth

Other Involvements: Global Engagement Student Advisory Board, Tippie International Buddies, Tippie Direct Admit Seminar Peer Mentor, Chinese Corner

PROJECTS

12th Annual National Diversity Case Competition

Kelley School of Business – Bloomington, IN

Dec. 2022 – Jan. 2023

- Devised adaptable environmental justice initiative for 3M to implement across all plants, including an executive summary, slide deck, and 25-minute oral presentation in front of 3 judges
- Selected to represent the University of Iowa to compete against 31 teams from across the nation

SKILLS

Technical: Word, PowerPoint, Excel, PowerBI, Teams, Illustrator, Photoshop, Premiere Pro, InDesign, Asana, Sprinklr, Procreate, Mandarin Chinese (intermediate)

Professional: Written Communication/Copywriting, Team Management, Visual Design, Attention to Detail, Leadership & Initiative, Adaptability, Conflict Management, Public Speaking, Self-Motivation