

Portfolio: lilydosedel.com



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🌐 lily-dosedel

ABOUT ME

As both a creative and analytical thinker who has a passion for advancing diversity, equity, and inclusion (DEI), I leverage my wide range of skills and strong work ethic to uniquely develop and achieve marketing objectives.

PROFESSIONAL SKILLS

Social Media Marketing
Visual Design & Cohesion
Attention to Detail
Team Management
Written Communication
Conflict Management
Leadership & Initiative

TECHNICAL SKILLS

Word • PowerPoint • Excel •
PowerBI • Illustrator • Premier
Pro • Photoshop • InDesign •
Canva • Asana • Sprinklr •
Procreate

OTHER

Mandarin (intermediate)

LILY Q. DOSEDEL

EDUCATION

The University of Iowa - Iowa City, IA

Anticipated Graduation May 2025 • 108 credit hours • GPA: 4.12/4.00

Bachelor of Business Administration: Marketing, Business Analytics & Information Systems

Minor: Asian Languages and Literature - Chinese

Honors & Awards: Presidential Scholars Program • University Honors Program • Tippie Business Honor Society • President's List • Dean's List • Marketing Institute Scholar • Carol Fethke Scholarship Recipient

EXPERIENCE

Marketing Institute Consultant

Jan. 2023 - Present

Tippie College of Business - Iowa City, IA

- Led team's logo design and rebranding for local business 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 for the college's #ThisIsHowIStayGrounded mental health care campaign, amassing 33k+ views, 1.2k+ likes, and a repost from the @uiowa account
- Filmed and edited 2 IG Reels (8.2k+ views total) for Black in Business Campaign, highlighting the experience of Black students in the college
- Spearheaded passion project for International Mother Language Day, consisting of coordinating 9 students to film and write in their respective language, all edited into one cohesive IG Reel
- Constructed 35+ informative posts for college's LinkedIn, Facebook, and Twitter accounts and scheduled using Sprinklr

ACTIVITIES & LEADERSHIP

Vice President of Marketing - Multicultural Business Student Association

- lead marketing/communications, engage in cultural conversations

Mentor - BizEdge Mentoring Program

- apply identity-based mentorship, organize community workshops

Other Involvements: Global Engagement Student Advisory Board •

Tippie Buddies • Tippie Direct Admit Seminar Peer Mentor

PROJECTS

12th Annual National Diversity Case Competition

Jan. 2023

Kelley School of Business - Bloomington, IN

- 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