

# MOLLY SIEBENALER

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## EDUCATION

**The University of Iowa** | Iowa City, IA

May 2024

*Bachelor of Business Administration, Marketing Analytics*

*Bachelor of Business Administration, Business Analytics & Information Systems*

- Minor: Spanish
- GPA: 4.09/4.00

## CERTIFICATIONS

**Customer Journey Mapping Facilitator** | Caterpillar Inc.

November 2023

**Group 2 - Social & Behavioral Human Research – IRB-02** | CITI Program

May 2023

## TECHNICAL SKILLS

CSS, Canva, Excel, Google Analytics, GitHub, HTML, PowerPoint SlideMaster, Python, Qualtrics, R, SQL, Tableau

## WORK EXPERIENCE

**Global Accounts Marketing Strategy Intern**

May 2023 – Present

Caterpillar Inc. | Construction Industries Services Division (CISD), Peoria IL

- Developed a commercial-oriented dashboard, quantifying the value customers receive from Caterpillar and Cat Dealers, interfacing with legal, pricing, and digital divisions
- Implemented a strategy refresh to communicate team identity internally, to dealers, and to customers
- Collaborated with managers across the division to set 2024 business planning targets
- Collected and organized VOC and VOB from Account Managers to begin customer journey maps

**Marketing Institute Consultant**

January 2023 – May 2024

University of Iowa, Iowa City, IA

- Selected as one of the top 20 junior marketing students (out of 350 possible)
- Conducted market research to create rebranding, repositioning, and channel strategy guidelines for Bobbi-Toads

**Digital Product Marketing Intern**

May 2022 – August 2022

Caterpillar Inc. | Cat Digital, Peoria, IL

- Tracked dealer engagement during the rollout of Cat Foresight to create funnels and targeted communications
- Implemented a new process for Cat Inspect users to submit feedback that could easily be coded as PBIs
- Designed and refreshed marketing materials with the consultation of stakeholders

**Owner Principal**

June 2018 – May 2022

Luke3DP LLC, Peoria, IL

- Managed the production and supply chain of 40 products (26,000 annually)
- Effectively managed customer relations to ease their buying process (4.7+ rating on 3 seller platforms)
- Analyzed customers' key search terms and click through rates to efficiently target products

## LEADERSHIP EXPERIENCE

**Business Student Ambassador**

January 2022 – May 2024

University of Iowa, Iowa City, IA

- Guided prospective students and families on tours of the Tippie College of Business
- Served as a student panelist for over 100 visitors

## HONORS & AWARDS

Marketing Institute Scholar, Tippie Business Honors Society Member, President's & Dean's List Honoree