

REGAN DAY

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EDUCATION

The University of Iowa – Iowa City, Iowa

Bachelor of Business Administration – Marketing Analytics

Bachelor of Business Administration – Business Analytics and Information Systems

Bachelor of Arts – Political Science

May 2024

Overall GPA 4.0

AWARDS & ACHIEVEMENTS

- Tippie Top 21 Award
- Excellence in Undergraduate Research Award
- Mental Health Champion Award
- Undergraduate Research Fellowship
- Iowa Scholars Award
- Member – University Honors Program
- Member – Tippie Business Honor Society
- President's List – University of Iowa
- Helen & Laurence Fairall Scholarship
- Jim & Emily Coble Scholarship

PROFESSIONAL EXPERIENCE

Marketing Communications Intern

May 2023 – Present

Sammons Financial Group – West Des Moines, Iowa

- Researched and presented insights on a variety of marketing topics, including competitor analysis, email campaigns, and social media platforms
- Leveraged marketing platforms to identify historical trends in social media impressions, engagements, and followers
- Assisted in launching campaigns using paid social advertising on LinkedIn and Facebook

Marketing Consultant

January 2023 – Present

Marketing Institute – Iowa City, Iowa

- Assigned to a team to present key findings, implications, and marketing recommendations to clients
- Managed projects, research, and data analysis for Optum Health, a \$182 billion healthcare management company
- Rebranded Growthland, a Midwest real estate agriculture management and appraisal company, and Good Shepherd Center, a local childcare organization to increase brand awareness

Marketing Strategist

January 2022 – Present

Political Science Department – Iowa City, Iowa

- Developed strategies to promote Iowa's Political Science program to high school students
- Used marketing skills and personal experience to create long-term admissions plans for the department
- Created materials for distribution to prospective students, including social media posts, postcards, and email templates

Social Media Marketing Intern

August 2021 – Present

Tippie College of Business – Iowa City, Iowa

- Tracked, recorded, and reported social media analytics on Facebook, Twitter, LinkedIn, Instagram, and TikTok
- Strategized content and managed project ideas for over 60,000 followers on social media platforms
- Developed weekly, monthly, and yearly reports to chart key metrics and engagement patterns, connecting analytical knowledge with marketing approaches

Undergraduate Research Fellow

January 2021 – Present

Public Policy Center – Iowa City, Iowa

- Conducted research for an international politics team utilizing historical databases like LexisNexis and ReliefWeb
- Collected and coded data on all attempted negotiations in global civil wars from 1980-2010
- Presented information to team on findings and coding progress during weekly meetings

Peer Mentor

August 2021 – October 2023

Tippie College of Business – Iowa City, Iowa

- Advised and taught over 70 first-year students about on-campus resources and professional development
- Worked closely with advisors and two other peer mentors when creating lesson plans and preparing students for success
- Connected with each student inside and outside of class time to help with their college transition

Peer Mentor

August 2022 – May 2023

Political Science Department – Iowa City, Iowa

- Held office hours twice a week to help political science students with their classes and get involved
- Met weekly with the department chair and other peer mentors to further promote and develop the program
- Mentored students of all backgrounds and interests, tailoring advice and individualizing help

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Marketing Intern

May 2022 – August 2022

Iowa Secretary of State's Office – Des Moines, Iowa

- Further developed the #SmallBizSalute program on Secretary Paul Pate's social media platforms by working with local entrepreneurs across Iowa
- Designed and produced poster board graphics and promotional video displayed to over 1,000,000 Iowa State Fair visitors
- Created multiple different social media visuals used for targeted ad campaigns, reaching thousands of viewers

Communications and Public Relations Intern

May 2021 – September 2021

World Food Prize Foundation – Des Moines, Iowa

- Managed the Foundation's image on the Hall of Laureate's Instagram, Twitter, Facebook, and LinkedIn accounts by utilizing Meltwater, Sprout Social, and Salesforce
- Wrote detailed press releases, biographies, and video scripts for the President and directors of the Foundation
- Returned in 2021, 2022, and 2023 to work on the Communications Team at The Norman E. Borlaug International Dialogue

LEADERSHIP EXPERIENCE

Lead Ambassador

September 2021 – Present

Office of Undergraduate Research – Iowa City, Iowa

- Represented Iowa's undergraduate research programs by presenting to and engaging with students and faculty
- Planned and executed informational events and conferences with other ambassadors

Teaching Assistant

January 2022 – October 2022

The University of Iowa – Iowa City, Iowa

- Led a class of first-generation college students by serving as a representative of the Office of Undergraduate Research
- Showcased the different research opportunities present on Iowa's campus by visiting labs and serving on panels

SOFTWARE & TECHNICAL SKILLS

- **Languages** – SQL, R, Python
- **Data Analysis** – Stata
- **Data Visualization** – Orange, Tableau
- **Graphic Design** – Canva
- **Spreadsheet Analysis** – Excel
- **Survey & Data Collection** – Qualtrics