



# Taylor Delapa

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## ABOUT ME

As a collaborative individual I use my driven and innovative mindset to yield maximum efficiency in everything I do.

## EDUCATION

The University of Iowa  
Iowa City, IA

Bachelor of Business Administration  
Major(s): Business Analytics & Marketing

GPA: 3.67 / 4.0

Anticipated: May 2018

## ACADEMIC HONORS

UI Dean's List: Fall 2014, Spring 2015,  
Spring 2016, Fall 2016, Spring 2017

Marketing Institute Scholar

Tippie 21 Under 21 Award

Fox Sports U Winner

University of Iowa Honors Program

## STUDY ABROAD PROGRAM

CIMBA Study Abroad Program

Paderno Del Grappa, Italy

January 2016 – April 2016

*I completed course work focused on Business and the Italian language. I used self-management skills and determination to balance travel and course work. I also practiced my ability to be competitive in a foreign environment.*

## SOFTWARE SKILLS

- Excel (SQL)
- ExtendSim
- Rattle for R

## VOLUNTEER ACTIVITIES

- Chicago Cares Serve-a-thon 2017
- Carole Robertson Center For Learning 2017
- Dance Marathon Participant 2014-2015

## INTERNSHIP/ WORK EXPERIENCE

### Employee Benefits Intern

June 2017- August 2017

#### Lockton Companies, Chicago, IL

- Compared Summary Plan Designs and ran Medlites to determine the actuarial value of plans for Benchmarking purposes
- Assisted with marketing spreads of various carrier proposals to produce marketing reports on vision, dental, and legal benefits
- Actively participated in client strategy meetings and conversations about updates and coordinating open enrollment

### Field Marketing Consultant

January 2017 – Present

#### UI Marketing Institute, Iowa City, IA

- Created a 360-degree alignment strategy for business-to-business relations for Fox Sports Network, Home Team Sports division
- Worked with Principal Financial Group to track trends in communication channels and technology that influence consumer research for insurance
- Current project is focused on creating brand strategy and messaging for LiveWell, a corporate wellness program by analyzing secondary and primary data.

### Student Mentor

August 2016 – Present

#### UI REACH Program, Iowa City, IA

- Devoted time to understanding and producing an environment in which students with various disabilities perform to the best of their ability
- Mastered the capability to proficiently handle problematic situations between students
- Repeatedly encouraged and modeled independence and community engagement for students

### Business Student Ambassador

March 2015 – Present

#### Henry B. Tippie College of Business, Iowa City, IA

- Met qualifications to act as a representative of the Tippie College of Business at various events
- Administered groups of 20+ people by providing concise and informative directions
- Managed time properly to stay on top of academics while having a job

### Sales Associate

January 2014 – January 2017

#### LorAnn's Hallmark, Hoffman Estates, IL

- Secured trust with managers to perform responsibilities required for opening and closing store without supervision
- Endorsed newest products and promotions to customers to achieve profit growth
- Completed audit revisions and transferred items to other stores to increase productivity