

Elizabeth Dix

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EDUCATION

The University of Iowa, Iowa City, IA Anticipated May 2023
B.B.A. Marketing Cumulative GPA: 3.52
B.S. Health Promotion

WORK EXPERIENCE

Graphic Design and Social Media Intern May 2022 – Present

Venator Performance Marketing, Chicago, IL

- Conceptualized and designed 30 social media concepts per month to post across Facebook and Instagram for multiple brand accounts
- Maintained weekly performance reports to communicate social media marketing initiatives and analysis to agency leadership

Shift Lead March 2022 – Present

Scooter's Coffee, Iowa City, IA

- Motivated a team of 15 baristas to cultivate an amazing experience for customers by providing fast, quality customer service
- Performed friendly customer service while simultaneously serving 70 customers per hour

Tippie Peer Mentor (Temporary) August 2020 – October 2020

Tippie College of Business, Iowa City, IA

- Mentored two classes on adapting to college and maximizing the college experience during a global pandemic
- Provided professional development options through resume workshops, interviewing advice, and sharing important academic resources

Marketing Intern April 2020 – August 2020

OpenLoop Health, Coralville, IA

- Managed daily marketing tasks and objectives to maximize digital communication amidst the COVID-19 pandemic, including but not limited to managing 4 social media platforms, market research, copy and design, and communicating goals to 8 other team members
- Constructed a 3-week digital media campaign to communicate a company rebrand
- Budgeted and ran Facebook and Google Ad campaigns to generate up to 1,000 leads per campaign

COLLEGE ACTIVITIES

VP Media, UI CHAARG, University of Iowa, Iowa City, IA April 2020 – May 2021

- Implemented social media campaigns to increase virtual engagement for 130+ members
- Demonstrated editing skills by making a recruitment video and podcast that highlighted the mission + value of the organization and grew social media followings by over 25%

Participant, LeaderShape Institute, Washington, IA January 2020

- Accelerated leadership skills through a 4-day program targeting vision work, collaboration, and practicing integrity
- Increased confidence in both work and personal environments, allowing more productive and positive outcomes

2nd Place Finisher, Iowa Startup Games, University of Iowa, Iowa City, IA October 2019

- Displayed approachable and analytical behavior through the execution of 3 customer discovery surveys and interviews of 50+ potential customers which validated our business hypotheses
- Collaborated with 3 other students to organize a holistic solution in bringing multicultural designs to colleges.