

Michael Mannion

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EDUCATION

The University of Iowa | Iowa City, IA

May 2025

Bachelor of Business Administration, Marketing

Minor in Media Management

- Dean's List: Fall 2021, Spring 2022, Spring 2024, Fall 2024, Spring 2025
- Marketing Institute Scholar

WORK EXPERIENCE

Marketing Assistant

September 2024–May 2025

The University of Iowa Health Management & Policy Department | Iowa City, IA

- Developed a marketing campaign and recruiting strategies to increase enrollment in the department programs
- Planned and designed social media advertisements for all department activities
- Redesigned outdated webpages to improve clarity and appeal using WordPress
- Generated awareness of the launch of a new online Executive Master of Health Administration program

Marketing and Business Development Intern

May 2024–August 2024

Epik Destinations | Remote

- Created and designed content for social media accounts and email marketing to attract new clients
- Conducted market research to identify potential corporate clients and new business opportunities
- Tracked performance metrics of marketing campaigns using Constant Contact, Rallio, and Mailchimp

Marketing Consultant

November 2023–May 2025

Marketing Institute | Iowa City, IA

- Designed new logos, tag lines, tri-fold brochures, and website and social media recommendations to clients
- Conducted surveys with over 160 respondents to understand consumer insights and create marketing strategies
- One of 20 students (from 150+ possible) admitted to the program

Student Assistant Manager (Oct. 2023–Present); Front Desk Attendant (Aug. 2023–Oct. 2023) August 2023–Present

Iowa House Hotel | Iowa City, IA

- Handled 15+ customer calls per shift in a professional manner regarding hotel information
- Processed 20+ card transactions per shift regarding room bookings, upsells, and refunds during busy weekends

LEADERSHIP EXPERIENCE

Public Relations and Merchandise Director

August 2024–May 2025

American Advertising Federation | The University of Iowa | Iowa City, IA

- Managed the design and distribution of merchandise for the student organization
- Recruited new members and increased organizations presence on campus

COLLEGE ORGANIZATIONS

National Retail Federation | The University of Iowa | Iowa City, IA

September 2024–May 2025

- Participated in the NRF Student Program in NYC to gain retail industry insights and network with top executives

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

February 2024–May 2024

- Learned the fundamentals of storytelling and its transformative impact on business and identity

American Advertising Federation | The University of Iowa | Iowa City, IA

August 2023–May 2025

- Proposed strategic moves to Hills Bank to advertise their company at sporting events with 15,000+ attendees

American Marketing Association | The University of Iowa | Iowa City, IA

September 2022–May 2025

- Learned marketing knowledge attending conferences with 15+ major companies expanding network opportunities

Pi Kappa Phi Fraternity | The University of Iowa | Iowa City, IA

February 2022–May 2025

SKILLS

Canva | Qualtrics | WordPress | Microsoft Office Suite | Google Workspace
Photography | Adobe Lightroom | Premiere Pro | Constant Contact | Mailchimp | Spanish