

Lindsey Bolton

1006 Arlington Drive, Iowa City, IA 52245

(319) 541-9541; lindsey-bolton@uiowa.edu; <https://www.linkedin.com/in/lindsey-bolton-9b2887221/>

EDUCATION

The University of Iowa, Iowa City, IA
2024

Anticipated August

B.B.A. Business Analytics and Information Systems, Management

- GPA: 3.86/4.0
- Dean's List: Fall 2020 – Fall 2023; President's List: Spring 2021
- Old Gold Merit Scholarship; Michael F. Mahoney Scholarship (awarded 3 years)

SKILLS

Programming Languages: Python, R, SQL

Visualization Tools: PowerBI, Tableau, Microsoft Office Applications

Analytical and Management Skills: Project Management and Methodologies, Computational Thinking, Operations Management and Information Systems

PROJECTS

The Utilization of AI to Optimize Marketing ROI and Productivity

- Led a team to create a tool to automate data analysis and content creation for marketing employees using classification and generative AI
- Updated our tool consistently to improve upon speed and accuracy of AI model

WORK EXPERIENCE

Program Support Lead

August 2021—Present

Office of the President, The University of Iowa, Iowa City, IA

- Assisted in organizing and planning events for the President of the University of Iowa
- Organized detailed lists of up to 400 event attendees for an effective check-in process
- Created different systems within Microsoft Excel to sort through guest lists quickly and smoothly
- Served 4-course meals to VIP guests while maintaining proper dining etiquette

INTERNSHIP EXPERIENCE

Product Management Intern

June 2023—August 2023

Publicis Sapient, Chicago, IL

- Led a cross-functional team to create a digital product for a client within the travel and hospitality industry that utilized AI to optimize marketing ROI
- Conducted market research to assist in the creation of a user-centric and valuable product
- Created epics and stories using an agile framework in Jira and Confluence to ensure our team stayed within typical project implementation strategies
- Acted as Scrum Master for 8 sprints before finalizing our product to present for our client

LEADERSHIP EXPERIENCE

Vice President of Membership

June 2022—May 2023

Students To Assist Recruitment, The University of Iowa, Iowa City, IA

- Increased marketing efforts by implementing STAR advertisement across 40 digital displays around campus that led to a 90% increase in engagement
- Led a team of 5 members to guide recruitment and training activities
- Initiated 15 new members to assist the Office of Admission in recruitment activities for prospective students