

ADIE SEGADELLI

206-900-6146 / segadellia@gmail.com / Woodinville, WA

EDUCATION

Gonzaga University

Undergraduate Marketing Major | Public Relations Minor | Digital Marketing Minor

Anticipated Graduation: May 2027

Relevant Coursework: Media Literacy, Managerial & Financial Accounting, Statistics, Social Media Content Creation, Women Career & Confidence Development, Macroeconomics, Microeconomics

SKILLS

Project Management
Organization
Microsoft Word
Microsoft Excel

Content creation
Public Speaking
Negotiation skills
Leadership

Customer Service
Time Management
Product Knowledge
Problem-Solving

PROFESSIONAL EXPERIENCE

HR Administrative Assistant

Gonzaga University

Sep 2024-Present

- Manage front desk operations, ensuring smooth and efficient daily HR functions.
- Coordinate cross-departmental projects, assisting with HR processes and administrative tasks.
- Collaborate with Marketing to improve social media platforms and strategies.

Gonzaga Women in Business - Marketing Chair

Gonzaga University

Jan 2024-Present

- Collaborate with fellow chair and Marketing Executive Board officer to promote GWIB across Gonzaga University.
- Develop and refine marketing strategies to boost club visibility and student engagement.

Gonzaga Sport Consulting Group - Consultant San Diego Wave FC

Gonzaga University

Jan 2024-Jan 2025

- Collaborated with San Diego Wave FC to enhance marketing strategies and broaden fan outreach.
- Developed innovative approaches to attract a more diverse audience, extending beyond San Diego.
- Focused on nationwide fan engagement by highlighting national team players in the NWSL.

Educator

Lululemon Totem Lake

Nov 2024 - Present

- Provide top-quality product education and engaged with guests to enhance customer experience at the Totem Lake, WA Location
- Authentically share knowledge about the community and culture to create a welcoming environment for customers