

Anika Dunkley Loar

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SKILLS

Languages - Intermediate Portuguese Fluency, Basic Spanish Conversational Ability

Skills - Microsoft Office Suite, Web Development, Adobe Creative Cloud, Project Management Tools (Trello & Asana), Qualtrics Basecamp Platform Essentials Training, Shopify

EXPERIENCE

BYU Marriott Deans Office May 2022 - May 2023
Events Team Student Lead Provo, UT

- Coordinated 8+ events for BYU Marriott School of Business students, faculty, and staff
- Built positive working relationships with various entities and stakeholders within BYU Marriott
- Managed and organized the BYU Marriott Employee Shop to fulfill 100+ orders per month

Ruby Jane Events April 2022 - Present
Events Intern Murray, UT

- Executed 10+ upscale weddings across Utah resulting in exceeded expectations from the client
- Resolved high-stress, time-sensitive with innovative and professional solutions
- Engaged with 30+ local vendors to achieve finished products and strengthen industry network

Station 22 Cafe June 2021 - August 2022
Server Provo, UT

- Conveyed customized service and meaningful interactions to 100+ customers per day
- Collaborated with coworkers to reduce average customer wait time for food from 25 minutes to 15 minutes through improving training processes and kitchen communication

BYU Marriott Business Career Center January 2022 - May 2022
Project Manager Provo, UT

- Innovated position within a team to elevate efficiency in carrying out impactful campus events
- Constructed 5 large-scale events with student associations to realize visions and exceed event expectations
- Developed informative materials to ease transition and reduce training time of future employees

Sundance Mountain Resort May 2021 - June 2021
Hospitality Intern Provo, UT

- Expanded knowledge of various hotel management components through hands-on experience
- Maintained cleanliness of entertainment spaces in preparation for 20 + large-scale events

ChangeYourFilter.com (On-campus Internship) January 2019 - April 2019
Team Leader Provo, UT

- Led a team of 5 student interns to construct a marketing campaign including PR and promotional content development
- Designed and implemented 4 new categories of marketing focus intended to increase brand awareness
- Established a network of 32 potential partner companies through target market research

EDUCATION

Brigham Young University - Marriott School of Business April 2023
Bachelor of Science, Experience Design and Management (GPA 3.63, ACT 30) Provo, UT

- Member of Experience Design Society
- Experiential Marketing, Experience Needfinding, Design Thinking

My Three Superpower Attributes

1. Forward Focused. I have a natural aptitude for planning ahead, anticipating roadblocks, and working toward a goal.
2. Adaptability. I enjoy taking on new challenges and working around situational constraints.
3. Effective communication. I balance efficacy and kindness in a professional way when communicating with clients and coworkers.

Hi, I'm Anika, a senior graduating from the Experience Design & Management program this April! Experience Design is an interdisciplinary field that pulls from business, psychology, and design principles to transform people's experience with businesses and the world as a whole. I was drawn to this industry by a desire to always leave people happier than I found them. I have gone on to channel this love of people in the form of masterful event management. From high school pep rallies the weekend-long university conferences and even weddings, I have found my calling in the excited buzz that only an event day can provide. I use my interpersonal communication skills and forward-thinking disposition to pull together teams of people that can create experiences that delight guests and exceed client expectations.