

LANIKAI EVANS

ABOUT ME

I am a creative and hardworking individual who is eager to step beyond my comfort zone and build relationships. I have a background in public speaking, marketing, and diversity, equity, and inclusion work. My passions lie in digital communication, community engagement, and advocacy.

CONTACT

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🌐 [lanikai-evans](#)

EDUCATION

GONZAGA UNIVERSITY
Spokane, WA

CLASS OF 2027
Business Administration with
Concentrations in Marketing
and Finance

SKILLS

- Bilingual (English & Korean)
- Proficient in Google Workspace
- Graphic Design & Content Creation (Canva, Jostens, Adobe Photoshop)
- Athletics & Event Photography
- Project Management
- Strategic Communications

EXPERIENCE

MARKETING & PUBLIC RELATIONS ASSISTANT

School of Education- Gonzaga University (October 2024- Present)

- Create entertaining and informative content for social media platforms to curate a centric focus on community development
- Work collaboratively with partner student and supervisors of the School of Education to create effective digital and print communications
- Providing excellent customer service and administrative support in-person and virtually

PROGRAMMING & MARKETING CHAIR

Residence Hall Association- Gonzaga University (October 2024- Present)

- Create digital graphics and content for block events
- Participate in weekly General Assembly meetings and contribute programming and outreach initiatives along with advocacy for 300+ residents

SALES ASSOCIATE- ACCESSORIES

Norstrom (February 2024- August 2024)

- Delivered strong customer service through fittings, consultations, & other services
- Assisted customers with purchases, returns, exchanges
- Maintained a clean and organized workspace to ensure workflow efficiency

DELIVERY

Nordstrom (July 2023- August 2023)

- Conducted quality check on items upon customer deliveries
- Carefully packaged orders for shipment
- Tidied up workspace to ensure efficient operations

BRAND AMBASSADOR

American Eagle (February 2023- April 2023)

- Assisted customers in fitting rooms and with checking out at register
- Provided in-depth customer service throughout their shopping process
- Managed store during peak shopping periods to ensure efficient & effective operations