

Antonio Lacson

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Education

University of St. Thomas, St. Paul, MN
Bachelor of Science in Computer & Information Science
Minor in Data Science & Business Analytics
St. Thomas Scholarship recipient 2021, 2022, & 2023

Anticipated Graduation: May 2025

Work Experience

Business Intelligence Summer Intern | Minneapolis, MN

June 2024 – Present

Room and Board

- Designed and implemented automated Alteryx processes to extract digital behavioral data from Adobe Analytics and load it into Azure SQL Server, eliminating 12 FTEs/year worth of manual data retrieval.
- Created Javascript code that directed ObservePoint crawlers to replicate on site user journeys resulting in a 99% increase in tag validation accuracy and a 99% reduction in manual testing time.
- Updated the automated email processes to integrate Stylitics recommendation bundles into dynamic abandoned cart and favorites campaigns, leading to an 80% increase in click to purchase conversion rates.
- Assisted with implementation of Adobe Target and migration from Adobe Analytics AppMeasurement to Web Software Development Kit (SDK), leading to improved site performance and personalization.

Data Analyst Summer Intern | Hagatna, GU

July 2023 – August 2023

ASC Trust Corporation

- Utilized Microsoft Excel and Power BI to analyze Q2 distribution reports for client accounts, providing valuable insights into account performance and trends
- Created interactive data visualization in Tableau, enabling concise and clear reporting of account performance to management, enhancing decision-making processes.
- Conducted statistical analysis and applied advanced analytics to identify improvement areas in account performance, contributing to a more efficient and effective distribution strategy.
- Assisted in designing and implementing Cyber Security solution that increased overall network security and reliability

Information Technology Summer Intern | Tamuning, GU

June 2022 – July 2022

GTA, Teleguam Holdings LLC

- Gained comprehensive insights into IT operations within GTA's IT department, contributing to cross-functional team success.
- Exhibited strong flexibility and adaptability being assigned to the company's OS Imaging and deployment project, reducing deployment time and streamlining the process.
- Updated the company's employee portal using HTML and Javascript, enhancing user experience and functionality.
- Utilized Manage Engine End Point Central for laptop troubleshooting, efficiently resolving laptop issues and supporting the employee tech hotline.

Athletics Communications Intern | St. Paul, MN

February 2022 – Present University

of St. Thomas – Athletics Department

- Provided comprehensive in-game statistical support for home hockey and basketball games, accurately spotting and recording statistics, which enhanced the efficiency and the effectiveness of the sports communication staff.
- Regularly updating Tommiesports.com website with current rosters and game scores.
- Archiving historical information by updating Hall of Fame records and inputting old game scores, ensuring a complete and accessible record for future reference.

Activities

Computer Science Club, Member, University of St. Thomas

Sept 2021 – Present

Finance Club, Member, University of St. Thomas

Sept 2021 – Present

Data Science & Analytics Club, Member, University of St. Thomas

Sept 2021 – Present

Volunteer Work

Catholic Charities Minnesota, Volunteer

April 2022 – Present

Red Cross Guam, Typhoon Mawar Response Volunteer

June 2023 – July 2023

- Assessed damages caused by Typhoon Mawar for swift disaster relief and recovery efforts
- Conducted on-site inspections and evaluations to assess the impact of typhoon Mawar on affected villages on Island
- Facilitated Red Cross logistics by driving fleet vehicles to distribute personnel and aid to Island shelters

Skills

Languages: Python, C, Java, R Programming, SQL, HTML, Javascript

Software: Alteryx, ObservePoint, Adobe Data Collection, Adobe Analytics, Adobe Target

Computer: Microsoft Office: Word, Excel, PowerPoint, Power BI

