

# Aviel Rodriguez

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## EDUCATION

### Emory University, Goizueta Business School

Atlanta, GA

*Bachelor of Business Administration, Information Systems & Operations Management, Business & Society*

May 2023

Emory Questbridge Scholar

**Relevant Courses:** Advanced Data Science (Teaching Assistant), Forecasting Tools for Building Predictive Systems, Principles and Techniques of Data Mining, Advanced Decision Analytics, Process and Systems Management, Computer Science I & II

## WORK EXPERIENCE

### Emory University, Goizueta Behavioral Research Lab

Atlanta, GA

*Behavioral Research Assistant*

Aug. 2021 – May 2023

- Built statistical analysis models using R from database of 4500+ students, uncovering 5 significant linear trends
- Optimized AI classification studies by 50% through performance tuning, safeguarding data security to research standards
- Led research operations for 50+ students a week, instructing student participants in abidance with Emory IRB regulations
- Executed 80+ behavioral research studies through Qualtrics XM survey software, reducing data collecting errors by 20%

### Combined Insurance, A Chubb Company

Chicago, IL

*Business Intelligence Intern*

June 2022 – Aug. 2022

- Developed ETL processes for ERP data from 3+ relational databases, resulting in 12.5% growth in premiums written
- Automated 4+ CRM databases via SQL and DAX database functions, resulting in a \$890M increase in operating income
- Designed 5+ sales manager & agent PowerBI dashboards, querying 4M+ B2C & B2B records from US and Canada
- Analyzed business requirements of Governance Committee to identify 40+ JIRA projects at risk, saving \$6M+ in sunk costs

### Best Buy

Evanston, IL

*Technical Sales Consultant*

Mar. 2019 – Aug. 2019

- Increased revenue by \$840,000 by analyzing KPIs and OKRs using SAP to successfully implement new selling strategy
- Optimized by 40% business strategies and procedures by meeting 240+ customer orders through 2000+ product inventory
- Recommended 4+ IT solutions by implementing new consultation approach geared toward meeting customer pain-points

## LEADERSHIP & COMMUNITY INVOLVEMENT

### Grace Family Church

Chicago, IL

*Director of Media & Technology*

Jan. 2019 – Present

- Deployed Spanish-to-English translation system for influx of 15,000 migrants, saving \$1.8K in expenses in less than a week
- Initiated contact with 20+ leads, leading to 30% increase in qualified leads and saving \$600 in operational expenses
- Spearheaded website analytics through Mailchimp and Google Analytics, resulting in 40% decrease in conversion rate
- Engineered AV experimentation best practices, resulting in 25% increase in success rate and approval of senior leadership

### Emory Salt Company

Atlanta, GA

*Founder & President*

Aug. 2020 – May 2023

- Crafted organizational vision, mission, and structure with Blueprint Church & The Salt Co. for facilitating early club growth
- Reached 50+ students about club events through go-to campus strategy as liaison between 14+ campus and church superiors
- Recruited team of 3 core members to lead weekly small group discussions and initiate mentorship with 5+ club members

### Emory Bike Social

Atlanta, GA

*Executive Bike Mechanic Chair*

Aug. 2019 – May 2023

- Saved \$480,000 in annual repair and maintenance costs by fixing 1,000+ bikes, resulting in 20% reduction in cost per bike
- Increased attendance by 150% by tailoring bike maintenance to commuting necessities for 15-20 Emory students and staff
- Outsourced 20+ bike parts for weekly operations through risk assessment of inventory, resulting in 50% return rate decrease

## ADDITIONAL INFORMATION

**Other Activities:** Goizueta Data Club, Emory Questbridge Network (Scholar & Alumni)

**Honors & Awards:** CE Scholarship Winner, DooleyHacks Hackathon (3<sup>rd</sup> place), Miami Half Marathon (1<sup>st</sup> place in division)

**Skills:** Proficient in R, Tableau, SQL, Excel, Salesforce, Intermediate in Python, Azure Cloud Services

**Interests:** Coffeeshop Exploring, Distance Running, Biking, Ultimate Frisbee, Computer Networking