

LAURA ALVAREZ TELLO

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EDUCATION

ANDERSON UNIVERSITY

Anderson, SC

Master of Science in Business Analytics

August 2023 – August 2024

- Key Coursework: Business Analysis and Strategic Management, Quantitative Analysis, Leadership and Ethics, Data Management and Application Development

ANDERSON UNIVERSITY

Anderson, SC

Bachelor of Science in Marketing

August 2019 – May 2023

- Key Coursework: Consumer Behavior, Marketing Management, Internet Marketing, Business Statistics, Advertising and Promotion

EXPERIENCE

INTERRA INTERNATIONAL

Atlanta, GA

Sales Associate for Latin America

July 2024 – Present

- Conduct detailed market research and competitor analysis to identify pricing trends, demand shifts, and new growth opportunities across sectors, supporting strategic sales initiatives.
- Delivered tailored market insights and lead pricing discussions with clients and suppliers to optimize profit margins and cost efficiency through data-driven negotiation.
- Align inventory and logistics with sales forecasts, while managing financial risk focusing on profitability, foreign exchange exposure, and payment terms.

LEGACY CONCEPTS

Greenville, SC

AT&T Sales Representative

January 2024 – May 2024

- Developed strong customer relationships and delivered exceptional service in a fast-paced retail environment.
- Delivered tailored product recommendations to meet individual customer needs, directly contributing to increased sales conversion and engagement metrics.
- Resolved technical and service-related issues efficiently by applying analytical thinking and product knowledge, helping to improve overall customer satisfaction and loyalty.

ANDERSON UNIVERSITY

Anderson, SC

Marketing Intern

May 2022 – August 2022

- Created and published multimedia content across diverse marketing channels to drive audience engagement.
- Conducted competitor and market research to support data-driven marketing strategies and campaign optimization.
- Managed multi-platform social media calendars, increasing brand visibility and user interaction through consistent content delivery.

PROJECTS

Tech Sales Reps Dataset

January 2024 – March 2024

- Cleaned over 5,000 sales records using R by applying data wrangling techniques such as outlier detection and removal.
- Conducted descriptive statistics, correlation analysis and visualizations such as histograms and scatterplots to explore relationships between variables.

Cross-Functional Business Decision-Making Project

August 2023 – December 2023

- Led strategic decision-making across marketing, finance, R&D, production, and HR in a virtual business simulation.
- Analyzed key performance indicators through financial statements, market share data, and perceptual maps to improve competitive positioning.
- Implemented sustainability and quality initiatives to enhance performance metrics such as emissions, employee engagement, and community impact.

SKILLS/INTERESTS

Programming: Python, R, Excel, Tableau, SQL, SEO, WordPress.

Languages: Spanish: Native, French: Advanced, English: Advanced

Interests: NCAA Division II women's tennis