

Preston Sagastegui Resume

Preston Sagastegui

Marketing Consultant, Product Management, Data Science.

isaac@applesdofall.org | My wikipedia page

Currently

Standing on the shoulders of giants

Specialized in

Business Analytics and Data Science

Education

September 2020 - Present **Brigham Young University, Idaho**

Projects

January 2025 - Present **Data Science Society**, Rexburg, Idaho

- Manage and optimize databases, performing data cleaning, transformation and ETL processes using SQL and Python to improve AI-driven truck routing with Ollama AI and Fleetbase
- Develop and automate AI-driven workflows (Ollama LLM) with prompt engineering, enhancing predictive analytics, route optimization, and UI/UX integration for improved decision making

January 2025 - Present **SubLens Independent Project**, Rexburg, Idaho

- • Engineering AI-powered smart glasses integrating NLP (PyTorch, OpenAI Whisper, Google Translate API) with AR text overlay achieving real-time multilingual translation with a sub-1-second latency

Experience

February 2023 - Present **Freelance Digital Marketing Consultant**, Hybrid

- Optimized and managed ad accounts for Gameday Men's Health & Solomon Law Group, increasing lead conversions by 30% with A/B testing, audience segmentation and automation
- Automated lead management with Zapier and CRM integrations, reducing contact time by 99%
- Consulted on growth strategies for 15+ businesses, managing \$2k+ monthly ad budgets, optimizing campaigns, and creating data-driven content for higher engagement and ROI

February 2023 - Present **General Manager**, Cocomo Confections

- Optimized website UX/UI and landing pages SEO, driving a 25% sales increase in 3 months
- Implemented data-driven digital marketing strategies, resulting in a 94% increase in customer base
- Conducted in-depth statistical analysis and created data visualizations to inform strategic business decisions improving forecasting accuracy by 25%