

Anthony Lopez

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EDUCATION

University of Georgia, Terry College of Business
Bachelor of Sciences, Management Information Systems
Bachelor of Sciences, Marketing

Athens, GA
August 2022 - May 2026
August 2022 - May 2026

Overall GPA 3.4/4.0

RELEVANT COURSEWORK

Data Management and Analytics, Business Process Management, Business Computer Programming, Project Management, Marketing Analytics, Predictive Model Optimization, Python Business Analytics, Market Research

WORK EXPERIENCE

Levi Strauss and Co.

Calhoun, GA

Sales Team Leader

July 2021 - December 2023

- Led consumer interactions, improving online sales by **200%** and in-store sales by **50%** through understanding customer needs and utilizing data analysis to personalize their experiences
- Facilitated team operations and store layout while accurately managing transactions and inventory, ensuring data integrity, and operational efficiency

Starbucks Co.

Athens, GA

Starbucks Partner

July 2024 - Present

- Optimized workflow efficiency by managing high-volume customer orders during peak hours, reducing wait times by **30%**; recognized as partner of the quarter for outstanding service and leadership
- Formed clear and concise daily objectives, delegated tasks, resolved customer issues, and prioritized operations to maintain seamless daily processes and meet operational goals

UNIVERSITY INVOLVEMENT

UGA SMIS (Society for Management Information Systems)

General Committee

August 2024 - Present

- Support executive board members on their daily tasks while assisting in hosting company presentations
- Collaborating with team members on a Case Study for EY, utilizing tableau to improve supply chain efficiency

UGA Society of Business Intelligence

Club Member

August 2024 - Present

- Participated in a workshop for Power BI, learning from experts on the functionality and application of the tool
- Organize weekly meetings with the club to both engage with fellow peers and learn from industry experts

PROJECTS

- Using SQL to organize and manage data, we developed a customer database for Lens Crafter's. This enabled the company to gain valuable insights that helped optimize sales strategies and improve operational efficiency.
- Collaborated with board members of UGA's Shop with a Bulldawg, a charity that connects volunteers with children in need to provide Christmas gifts, to develop an application featuring an enhanced tracking system for workers, volunteers, and children.

SKILLS

- Technical Skills:** Proficient in SQL, Java, Python, Excel, Power BI, Tableau; familiar with R, OpenAI
- Product Management:** Experience with customer research, data analysis, and product development
- Process Mindset:** Ability to leverage and interpret data to craft narratives and improve business processes

CERTIFICATES

SQL for Data Science (UC Davis)

February 2025

Terry College of Business' Workforce Certificate

March 2025

Project Management Professional

Expected May 2025