

# Josué López

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## EDUCATION

### Brigham Young University – Marriott School of Management

Provo, UT

*Bachelor of Science in Finance*

Apr 2019

- Overall GPA: 3.24/4.0
- Major GPA: 3.31/4.0
- Computer Science Minor – Minor GPA: 3.85/4.0
- BYU Finance Society, BYU Latino Club, Ballard Center for Economic Self-Reliance

## WORK EXPERIENCE

### BYU Honors Program

Provo, UT

*Marketing Specialist*

Oct 2017 - Present

- Collaborated with the program's director and associate dean to develop the marketing strategy for 2017-18
- Led the rebranding of the Honors Program that included the development of a new website, newsletter, program presentations, standardized marketing material, and a brand-identity package

### Logan Growth Advisors

Dallas, TX

*Mergers and Acquisitions Analyst Intern*

May 2017 – Sept 2017

- Worked directly with the firm's president in the preparation of Confidential Information Memoranda and Pitchbooks for a Dental Service Organization and a Dermatopathology Business in the \$1MM - \$10MM of annual operating profit range
- Synthesized financial and operational analysis on 2 sell-side transactions over the initial stages of investment memoranda
- Conducted extensive due diligence on healthcare industry to develop growth strategies for our clients

### BYU Television International

Provo, UT

*Media Production Specialist*

Aug 2016 – Jun 2017

- Analyzed the operating costs of a specific graphics production process, and reduced wage expense by 60%
- Developed and implemented a solution automating the creation and rendering process of 300+ graphics using the JavaScript language to save time and money for the company
- Pitched different style guides to channel managers and show producers that will define the channel branding for the next 5 years

### Beneficient Technology, Inc. (DBA Benetech)

Provo, UT

*Pricing Analyst Intern*

Jan 2017 – Apr 2017

- Delivered pricing model recommendations for a \$10MM business unit, called Bookshare, based on the current financial structure with government funding, and the possible scenario without government funding
- Researched market size, competition, and the current user's behavior to estimate the organization's growth given the different pricing models, and sensitized the model to analyze the outcome of different scenarios
- Presented insights and final recommendations to our partners in the firm

## VOLUNTEER & LEADERSHIP EXPERIENCE

### BYU Private Equity & Venture Capital Club

Provo, UT

*VP of Outreach*

Mar 2017 - Present

- Planned, scheduled, marketed and executed weekly meetings and events resulting in an average attendance of 30 members
- Developed stronger technical skills and defensible assumptions through several comprehensive financial modeling, business valuation, and Excel bootcamps
- Developed the club's website to enhance the club's brand and to serve as a news hub for students and recruiters

### BYU Latino Club

Provo, UT

*VP of Marketing and Communications*

Dec 2016 - Present

- Planned, scheduled, marketed and executed weekly meetings and events resulting in an average attendance of 13 members

### The Church of Jesus Christ of Latter-day Saints

Antofagasta, Chile

*Full-Time Volunteer Representative*

Feb 2013 - Feb 2015

- Organized and taught 3 workshops on goal setting, relationships and leadership for 80-120 community members
- Taught principles of faith, self-reliance, and love to community members for 8+ hours daily

## SKILLS & INTERESTS

- Due Diligence, CIM and Investment Memo Writing, DCF and LBO Modeling, and Venture Capital Method
- Microsoft Specialist Certificate and Proficient C++, HTML/CSS, JavaScript, and jQuery Computer Languages
- Native Spanish Speaker, Advanced English, Conversational Portuguese, and Elementary German
- Advanced Adobe After Effects, Premiere Pro, Photoshop, Illustrator, and InDesign
- Interests: Hiking Volcanoes, Latin Dancing, Technology, Swimming, Traveling, Soccer, Tennis, Cooking, and Snowboarding