

Anthony Lopez

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EDUCATION

University of Georgia, Terry College of Business
Bachelor of Business Administration, Management Information Systems
Bachelor of Business Administration, Marketing
Athens, GA
May 2026
Overall GPA 3.3/4.0

RELEVANT COURSEWORK

Data Management and Analytics, Business Process Management, Business Computer Programming, AI in Business, Marketing Analytics, Systems Analysis, Python Business Analytics, Market Research, Professional Selling

WORK EXPERIENCE

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

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

UNIVERSITY INVOLVEMENT

ALPFA – Association of Latino Professionals for America, UGA Chapter
Member August 2024 - Present

- Completed professional development workshops with industry leaders, strengthening skills in business strategy, marketing analytics, and technology-driven problem solving
- Engage in weekly chapter meetings with peers and corporate partners to expand technical expertise, build leadership capability, and connect with Fortune 500 recruiters

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

PROJECTS

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- Developed an AI-enhanced Power BI dashboard using Python and K-Means clustering to segment 250+ H&M stores by geography and operating hours. Identified actionable scheduling patterns and operational clusters through LLM-supported analysis and data storytelling.
 - Designed a relational database for LensCrafters using SQL to uncover customer insights and optimize sales strategies and inventory operations.
 - Collaborated with board members of UGA's Shop with a Bulldawg nonprofit to develop a web-based tracking system for volunteers and children, enabling real-time status updates and day-of coordination
 - Designed a market research study for a Busch Light premium extension, leveraging qualitative interviews and data analysis to generate consumer insights and support data-driven decision-making for product strategy

SKILLS

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- **Technical Skills:** Proficient in SQL, Java, Salesforce, Python, Excel, Power BI, Tableau, LLMs; familiar with R
 - **Business Competencies:** Project Management, Process Optimization, Cross-Functional Leadership

CERTIFICATES

SQL for Data Science (UC Davis) February 2025
Terry College of Business' Workforce Certificate March 2025