

Anthony Lopez

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EDUCATION

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| University of Georgia , Terry College of Business | Athens, GA |
| <i>Bachelor of Business Administration, Management Information Systems</i> | May 2026 |
| <i>Bachelor of Business Administration, Marketing</i> | 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

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| 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

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| 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
- Collaborated with district leadership to optimize visual merchandising and local promotional campaigns aligned with consumer trends

UNIVERSITY INVOLVEMENT

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| 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.

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| 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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- Conducted in-depth interviews and secondary market research for a Busch Light premium extension, analyzing consumer insights and industry trends to guide brand positioning, product attributes, and launch strategy.
 - Built an AI-enhanced Power BI dashboard integrating Python and K-Means clustering to segment 250+ H&M stores by geography and customer traffic patterns, providing insights for targeted promotions, store scheduling, and localized marketing strategies.
 - Developed a relational database in SQL to analyze customer purchasing behavior, enabling more effective product positioning, personalized promotions, and sales strategy optimization

SKILLS

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- **Marketing Skills:** Market Research, Consumer Segmentation, Predictive Modeling, Data Storytelling, Brand Strategy
 - **Technical Skills:** Proficient in SQL, Java, Salesforce, Python, Excel, Power BI, Tableau, LLMs; familiar with R, SPSS, Google Optimize
 - **Business Competencies:** Project Management, Process Optimization, Cross-Functional Leadership