

Adrian Lopez Taranco

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Education

Bachelor's in Business Management-Marketing

April 2022 - July 2026

Minor in Sociology

Rexburg, Idaho

Brigham Young University - Idaho

Department of Management

Experience

Research Specialist

January 2025 – Now

Brigham Young University-Idaho

Rexburg, Idaho

- Collaborated with teams to improve the design of institutional courses through the conduction of qualitative and quantitative research studies.
- Designed and conducted **surveys, observations, focus groups, and in-depth interviews** to gather valuable data, insights, preferences, and trends.
- Utilized **Power BI, Excel, Power Point, Qualtrics, and Asana** to process, analyze and interpret large datasets.
- Streamlined data extraction **into actionable insights**, presenting them in clear, digestive formats (reports/presentations) to support **strategic decision-making** for stakeholders.

Marketing Strategist & Business Development

September 2024– December 2024

Integrated Business Core Program-Brigham Young University-Idaho

Rexburg, Idaho

- Successfully **launched Reclaimed**, a porcelain jewelry company, and achieved **\$13K in revenue** throughout the semester.
- Collaborated with a team of 15 students, gaining hands-on experience in leadership, operations, marketing, and financial management.
- Conducted **market research** to identify target audiences, create a product line, and inform pricing strategies.
- Assisted with digital marketing efforts, social media content creation, and strategizing marketing campaigns to increase sales and awareness.

Cashier/ Customer Service Associate

March 2024 – March 2025

University Store- Brigham Young University-Idaho

Rexburg, Idaho

- Worked closely with a team of store staff to provide positive customer experience.
- Managed and processed cash, debit, credit, and check transactions through a POS.
- Maintained a clean work environment.
- Supported **sales goals** by enhancing a reliable and informed experience with the customer, encouraging customer loyalty.

Marketing Research Consultant

September 2023

June's Place Coffee Shop

Rexburg, Idaho

- Conducted a full **marketing research study** to assess customer retention, brand awareness, service quality, and food quality.
- Developed and distributed a survey using **Qualtrics and social media platforms**, gathering insights from **150+ organic respondents** in the Rexburg community to drive **data-informed strategies for enhancing customer experience and brand positioning**.
- Developed digital marketing actionable insights to enhance social media engagement and local outreach.

Certifications

- Google Analytics Certification (Completion ID: 278394243)

Skills

- **Languages:** Spanish (Native), English (Advanced)
- **Creative & Design:** Canva, Adobe Illustrator, Adobe Lightroom, CapCut
- **Analytical & Data Tools:** Excel, Qualtrics, Google Analytics, Asana, Slack

Projects & Leadership

- **Content Creator – BYU-Idaho Marketing Society (April 2025 – Present)**
 - Create original digital content to promote the Marketing Society's events, workshops, and initiatives.
 - Collaborate with the executive team to strategize marketing campaigns.
 - Develop graphics, videos, and promotional materials to strengthen the society's brand presence.
- **Social Media Strategy – The OUT Foundation (March 2025-Present)**
 - Led the planning and execution of a social media content strategy to boost engagement and brand visibility. Managed posting schedules, content creation, and audience growth initiatives across Instagram.