

# Adrian Lopez Taranco

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## Education

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### Bachelor's in Business Management-Marketing

April 2022 - July 2026

### Minor in Sociology

Rexburg, Idaho

Brigham Young University - Idaho

Department of Management

## Experience

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### Research Specialist

January 2025 - Now

Brigham Young University-Idaho

Rexburg, Idaho

- Contributed to a team with the design and conduction of qualitative and quantitative research studies to address institution goals and objectives.
- Designed and distributed **surveys, focus groups**, and in-depth interviews to gather valuable insights, preferences and trends around in person and online campus.
- Utilized **Excel, Power Point, Qualtrics, and Sana** 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.
- Assigned to develop market research on target audiences and product development.
- Developed a business plan, secured funding, and managed day-to-day operations of a student-led company.

### Cashier/ Customer Service Associate

March 2024 - Now

University Store- Brigham Young University-Idaho

Rexburg, Idaho

- Worked closely with a team of cashiers and store staff to provide a positive experience for the customer.
- Manage and process cash, debit, credit, and check transactions using a cash register.
- Maintaining a clean and organized 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

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- Google Analytics Certification (Completion ID: 278394243)

## Skills

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

## Projects & Leadership

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- Led fundraising efforts and budgeting for children in need in Cajamarca, Peru.
- Volunteered as a teacher for underprivileged children in a rural town outside of Lima, organizing educational and Christmas activities.
- Arduino Project Presentation at Berkeley University, California. UTK.