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

* Contributed to a team with the design and conduction of qualitive 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

* 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, Sana

# Projects & Leadership

* 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.