Carlos Espinoza Lopez

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EDUCATION

University of Nevada, Reno   *Aug 2022*

Bachelor of Science in Business Administration, Dual Major: Marketing & Management

WORK EXPERIENCE

Business Analyst II   *Aug 2024 – Present*
Nevada Department of Taxation – Project MYNT

- Provided process analysis for a statewide tax system modernization project, ensuring new technology supported agency needs by coordinating between technical teams and end users.
- Collaborated with project managers, technical team, developers, and stakeholders to design system features that improved functionality and user experience.
- Tested and verified tests for system components to ensure each function worked correctly, supported smooth workflows, and prevented errors before launch.
- Documented business process changes across various departments and curated gap analyses to increase system conversion improvement efforts.

Customer Success and Marketing Associate   *Jul 2022 – Aug 2024*
Uptip – Tech Startup

- Entered and validated data in internal systems to generate status updates for leadership and stakeholders.
- Strengthened client relationships by following up on service inquiries and supporting communication efforts that improved client engagement.
- Supported financial operations by processing bi-weekly payments and ensuring timely fund distribution to customer accounts.
- Supported cross-functional project teams by completing assigned tasks across multiple project phases to help meet deadlines.

Business Development and Marketing Summer Intern   *Jul 2021 – Sep 2021*
SeriaVedel – Retail Apparel and Fashion

- Increased customer social media following by creating and analyzing new programs.
- Managed website, blog, SEO, and marketing projects to boost brand visibility.
- Researched and evaluated cultural and ethical factors to inform marketing strategies.

Web Blog Intern   *Jan 2022 – May 2022*
What's Poppin LA – Website Content Blog

- Improved WordPress CMS functionality and UI design to enhance reader engagement.
- Reviewed written content and ensured quality and consistency prior to publishing through strong attention to detail.
- Contributed to user experience improvements through creative UI design and content organization.

CERTIFICATIONS

Google Data Analytics Specialization | Coursera   *Mar 2024*
Coursework included data visualization, SQL querying, and dashboard reporting
relevant to system and data analysis.

SKILLS

- **Technical Skills**: Excel / Google Sheets, Visio, Tableau, SQL, R Programming, Microsoft Office
- **System & Data Skills**: Application Support, System Testing, Data Management, Data Collection, Data Processing, Report Writing
- **Soft Skills**: Communication, Critical Thinking, Troubleshooting, Attention to Detail, Collaboration, Relationship Building
- **Languages**: English, Spanish (Bilingual)