

SANTIAGO CUEVAS

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EDUCATION

The University of California, Berkeley

Expected Graduation: May 2025

B.A. in Political Economy - International Trade & Econometrics, Certificate in Entrepreneurship & Technology

- **GPA:** 3.64/4.0 | **SAT:** 1510 | **ACT:** 35
- **Extracurriculars:** Berkeley Business Society, Intramural Soccer, Latino Business Association, Sigma Alpha Epsilon

PROFESSIONAL EXPERIENCE

Lululemon Athletica

Corte Madera, CA

Guest Experience Lead

June 2023 – Present

- Directed sales efforts of 48 associates by developing frameworks to increase conversion and units per transaction
- Evaluated daily business KPI's to create a lucrative sales strategy in accordance with a premium guest experience, contributing to a weekly average of \$187,000 in revenue, demonstrating a 6.4% YOY growth

Berkeley Business Society

Berkeley, CA

Project Manager | Senior Consultant | Consultant

September 2022 – Present

Snap Inc.

- Devised a 12-week project roadmap to re-invent Snap's internal DEI processes through gamification strategies
- Spearheaded a team of 8 consultants to drive weekly iterations of research reports to present to Vice President of DEI

Lucid Motors

- Dedicated 8 hrs./wk. on-site developing a vehicle infotainment UX benchmarking methodology by outlining competitor pain points and common haptic and vocal use cases
- Ideated vehicle infotainment partnership recommendations through primary insights captured from an externally distributed survey that accumulated 1800 responses
- Presented 41-slide final deliverable highlighting integration recommendations to Manager of Software Partnerships

Costco Wholesale

- Composed 150 pages of research reports on company fundamentals, relevant foreign policy, financial metrics, consumer behavior and competitive landscape to determine viable locations for international expansion
- Ideated expansion strategies and timelines through analysis of retail case studies, geopolitical developments, and empirical demographic data
- Presented 58-slide final deliverable highlighting expansion recommendations to Senior VP of Costco Real Estate

1st Gen

Berkeley, CA

Marketing and Operations Coordinator

June 2022 – December 2022

- Designed and distributed digital marketing campaigns for local music artists using Canva, Instagram, and POSH Curator which exceeded 1000 ticket sales target by 33%
- Established logistical and financial proceedings for concerts, including the strategic implementation of a willingness-to-pay pricing structure which increased revenue capture by 20% to \$22,000 with 77% margins

LEADERSHIP AND EXTRACURRICULARS

2722 Bancroft Housing Corporation

Berkeley, CA

House Manager, Executive Committee Representative

May 2022 – Present

- Managed 4 housing corporation employees while reporting to landlord to maintain upkeep needs of 40 tenants
- Corresponded with Berkeley Fire Department to drive \$48,000 in funds for electrical and structural improvements

KPMG LLP

Orlando, FL

Rise Leadership Institute Scholar

July 2022

- Awarded the \$2500 Rise Leadership Scholarship for showcasing initiative in a 150-student leadership conference

Education for Tomorrow Alliance

The Woodlands, TX

Nonprofit Management Intern

May 2020 – July 2020

- Crafted an extensive business plan to bring higher quality education and discounted tutoring services to 7 different Title I elementary and intermediate schools in Conroe Independent School District
- Created a model that assessed prioritization through percentage of low-income enrollment and median test scores

ADDITIONAL INFORMATION

Skills: Canva, Figma, Fluent in Spanish, Leadership, Microsoft Office Suite, Research Writing

Interests: Chile, Formula 1, House Music, MasterChef, Premier League, Running, Suits, Vintage Porsches