

MANUEL VAZQUEZ LOPEZ

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EDUCATION

University of Nevada, Las Vegas

Dec 2026

Bachelor of Science in Business Administration, Information Systems

Universidad de Sevilla | Seville, Spain

Sept 2021 - Jun 2024

Coursework towards B.S. in Industrial Engineering

LEADERSHIP EXPERIENCE

Student-Athlete – UNLV Men's Soccer | Team Captain

Aug 2024 - Present

Semi-Professional Soccer Player | Team Captain

Jan 2016 - Jul 2024

EMPLOYMENT HISTORY

AXES.ai | MIS & AI Specialist Intern | Las Vegas, NV

May 2026 - Present

- Building AI solutions for marketing and customer experience (CX), including an AI customer-support agent.

PROJECT EXPERIENCE

E-Commerce Customer Segmentation Strategy | *Independent Data Analytics Project* Jan 2026 - Mar 2026

- Engineered an RFM (Recency, Frequency, Monetary) segmentation model using Python (Pandas) to clean, analyze, and extract insights from a transactional database of ~400,000 retail records
- Uncovered that 15% of the customer base (VIPs) generated 75% of total revenue, validating the Pareto Principle, and calculated a \$95,000 churn risk to prioritize targeted re-engagement campaigns
- Identified hidden B2B wholesale patterns by analyzing Average Order Value (AOV) dynamics, formulating data-driven strategic recommendations for Key Account Management and pricing tiers

CERTIFICATIONS

Google Data Analytics Professional Certificate | Google (Coursera) | Mar 2026

IBM AI Engineering Professional Certificate | IBM (Coursera) | Expected Feb 2027

SKILLS

Technical: Python, SQL | pandas, data modeling | Git, Supabase, APIs | AI agents / Workflow Automation

Languages: Spanish (fluent), English (fluent)

RELEVANT COURSEWORK

Big Data (IS 471) | Object-Oriented Programming in Java (IS 380) | Database/SQL, IS Culminating Project (IS 491)