

Lucia Maria Touma

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EDUCATION

Georgia Institute of Technology, Atlanta, GA

August 2021 - May 2025

- Bachelor of Science in Industrial Engineering with a concentration in Economics & Financial System, Minor in Industrial Design
- Awards: Dean's List, Zell Miller Scholarship Recipient | GPA: 3.5

WORK EXPERIENCE

The Home Depot | Tax Technology Intern | Atlanta, Georgia

Summer 2023

- Increased documentation of tax task controls to convey completeness to auditors by utilizing Microsoft Power Apps
- Projected total sales from delivery and installation by creating an Alteryx flow for a value proposition
- Remodeled SQL queries and to analyze tax – exempt sku items at a transactional level and calculating total
- Gained exposure in data analysis, databases, analytics softwares, and project management

The Weather Channel | Ad Tech Intern | Atlanta, Georgia

Summer 2022

- Analyzed demand and supply marketing channels to identify benchmarks and forecasted the most and least profitable partners
- Designed, programmed, and implemented marketing and customer experience key performance indicator dashboards
- Conducted research on data privacy and the auditing process for personal identifiable information in databases

One Page Thinking (OPT) | Business Research & Digital Content Analyst | Atlanta, Georgia

Fall 2022, Summer 2021

- Analyzed various Fortune 100 companies' annual 10k reports and reported data using data visualization tools
- Redesigned the OPT mobile and desktop website, and Google Drive while creating content for the OPT social media accounts

Safety Village | Digital Content Intern | Kennesaw, Georgia

Fall 2020

- Directed, scripted, filmed, and edited a video to virtually educate children on dog safety during the COVID-19 pandemic

CAMPUS AND COMMUNITY INVOLVEMENT

Student Ambassador | Student Alumni Association (SAA)

January 2023 - Present

- Act as an official host of the Institute through providing services such as campus tours and event hosting through the SAA

Business Analyst (BA) | Consult Your Community

January 2022 - Present

- Registered 501(c)(3) non-profit organization providing pro-bono consulting service to local companies
- Consulted for Pickle in conducting market research and developing a structure for a new campus ambassador program

Vice President of Membership Engagement | Buddy Jackets

April 2023 - Present

- Service oriented organization focused on mentoring students at the Boys and Girls Club in Atlanta
- Oversaw member recruitment strategies and designed marketing initiatives

Director of Academic Achievement | Alpha Gamma Delta

January 2023 - Present

- Coordinating academic efforts with a focus on enrichment opportunities through planning events for 200 members
- Previously held positions: Director of New Membership Engagement, Recruitment Advisory Board Member, and Video Chair

Mentee | ISyE MentIE Program

August 2022 - Present

- Fostering professional development and career growth along with creating professional partnerships through mentorship

Tour Guide | Georgia Institute of Technology

January 2022 - May 2023

- Provide weekly informative and engaging campus tours to prospective students and families

Recreational Tennis Player

2010 - Present

- Trained 7-12 hours weekly at local tennis academy while participating in tennis leagues and tournaments

SKILLS

- **Languages:** English (Fluent), Lebanese (Fluent), and Spanish (Basic)
- **Certifications:** Microsoft Excel, Word, PowerPoint, & Technology Associate, Alteryx Foundation Micro-Credential
- **Programming:** SQL, Alteryx, Google BigQuery, Simio, Power Automate, Python, R, HTML, Java (Basic), and Adobe Premiere Pro
- **Skills:** Project Management, Effective Communication, Team Leadership, Flexibility, Quick Learner