

# Dylan Dalmacio

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## EDUCATION

### California State University, Fullerton

Fullerton, CA

Finance - Bachelor's Degree

May 2024

- **Organizations/Other Affiliations:** Honors Program, Student Management Investment Fund, Deloitte (Digital Salesforce Academy/Consulting Mentorship Program), Pilipinx American Student Association
- **Awards:** Accenture Innovation Challenge (selected 1/3 to represent southern California), TCM Research Report Challenge Finalist (3rd place out of 23 participants), PSE Future Leader Scholarship (one of 18 winners within the nation)

## WORK EXPERIENCE

### H-Mart

Irvine, CA

Cashier/Customer Service

June 2023-Present

- **Efficient Cash Handling:** Managed cash transactions accurately and efficiently, ensuring cash registers balanced at the end of each shift, with minimal discrepancies
- **Customer Engagement:** Greeted customers with a friendly and welcoming demeanor, actively listening to their needs and providing assistance in locating products, answering inquiries, and offering suggestions
- **Product Knowledge:** Acquired in-depth knowledge of H-Mart's diverse product offerings, enabling me to guide customers effectively and make recommendations based on their preferences

### Orobae

Irvine, CA

Cashier/Barista

June 2022-August 2022

- **Exceptional Customer Service:** Delivered exceptional, personalized service to Orobae's diverse clientele, creating a warm and inviting atmosphere that encouraged customer loyalty and positive word-of-mouth
- **Barista Expertise:** Crafted a wide range of coffee and espresso-based beverages, ensuring quality, consistency, and artful presentation. Acquired a deep understanding of Orobae's coffee offerings and confidently educated customers about flavor profiles and brewing methods

### Pocket Latte

Monrovia, CA

Sales/Data Analyst Intern

June 2021-August 2021

- Utilized ad data to create/analyze pivot, correlation, and multivariable regression tables
- Proposed actionable solutions and improved asset allocation through successful data interpretation
- Drove sales cycle for the Western region by selling Pocket Latte's products on a B2B basis. Clients included office, grocery store, and retail store owners
- Increased website conversion rate by 3%(3%-6%) and customer return rate by 8%(8%-16)

## LEADERSHIP EXPERIENCE

### Product Buds

Fullerton, CA

Consulting Project Lead

November 2021-December 2021

- **Product Buds** is a non-profit company dedicated to connecting aspiring and early career product managers to industry resources, helping them transition into product management
- Assisted in soft-launching a new paid product(Product Bloom), transforming the company from a non-profit into an LLC (Primarily worked in risk advisory/mitigation and marketing.)

### Pi Sigma Epsilon

Fullerton, CA

VP of Marketing

November 2020-November 2021

- Successfully spearheaded a marketing committee of 8 through a 5-week marketing project with Pocket Latte. By creating a symbiotic relationship between the research and creative side of the committee, we increased website/media conversion rates
- Coordinated with local companies to host workshops and give students a chance to learn more about entrepreneurship
- Led marketing team in Mike's Bike's marketing competition to 4th place nationally. I was tasked with running the marketing, operations, and financial aspect of a hypothetical business

## SKILLS

**Technical:** FactSet, MS Excel, Salesforce, SQL, Airtable, Bloomberg

**Functional:** Data Analysis, Financial Forecasting/Planning, Portfolio Management, DCF Modeling