

Tony Pleitez

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EDUCATION

Texas A&M University, Mays Business School
Master of Business Administration

College Station, Texas
December 2024

Texas A&M University-Corpus Christi
Bachelor of Business Administration

Corpus Christi, Texas
May 2022

EXPERIENCE

Frontier Communications

Dallas, Texas

Customer Migration Strategy Intern

June 2024 - Aug 2024

- Segmented lines of business for 50 wire centers; analyzed profit and loss, considering various costs
- Formulated customer migration strategy for transitioning 1000+ customers from legacy systems based on analytical findings
- Instituted a comprehensive prioritization method for 50 wire center migration efforts, incorporating factors such as cost efficiency, Line of Business segmentation, and resource allocation
- Conducted data audit revealing significant inaccuracies in our system; developed a groundbreaking strategy to service over 600,000 customers off our legacy system all while ensuring FCC compliance

Apple Inc.

Houston, Texas

Product Zone Specialist

September 2022 – June 2023

- Uncovered customer needs by conducting customer interviews to find specialized solutions for over 300 customers monthly
- Identified and addressed customer challenges by developing creative solutions that boosted sales to over \$100,000 monthly
- Cultivated trust and nurtured unique relationships with customers, sustaining impressive monthly Net Promoter Score of 9+ and exemplifying best-in-class commitment to client satisfaction.
- Dominated store goals by earning over \$140,000 in sales in first 30 days on the sales floor and maintained steady increase for store-tracked metrics

Volkswagen of Corpus Christi

Corpus Christi, Texas

Business Development Manager

August 2020 – May 2022

- Strategically led four-person business development team to drive revenue through multi-channel lead generation and client acquisition for dealership
- Managed 4 high-traffic social media platforms with 125K+ followers and leveraged advanced CRM solutions to streamline lead conversion, culminating in a 27% increase in sales
- Instituted creative and innovative marketing tactics which increased showroom attendance by 32%
- Surpassed company productivity records and sold 27 units in one month, 80% over our goal of 15 sold units per month
- Provided cross-functional support, taking on additional responsibilities to enhance customer experiences and drive operational excellence across the dealership, particularly during peak sales periods

LEADERSHIP & INVOLVEMENT

Phi Gamma Delta

Corpus Christi, Texas

President

Nov 2021 – May 2022

- Instituted the Provisional Chapter of Phi Gamma Delta at Texas A&M University-Corpus Christi with 12 active members
- Built and maintained relationships with the Interfraternity Council as well as other 5 Greek societies on campus
- Organized day-to-day responsibilities to stay deadline-driven, meeting goals of both the Fraternity and The Interfraternity Council.

SKILLS, ACTIVITIES & ACHIEVEMENTS

Languages: Fluent in Spanish (Reading, Writing, and Translating)

Activities: Latino @ Apple diversity group

Achievements: FT MBA Merit Scholarship recipient, Hispanic Scholarship Fund Scholar