

# MARTIN DIECK IZA

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Date of Birth: 08/08/2000 ([LinkedIn](#))

Personal website / Portfolio: ([www.martindieck.com](http://www.martindieck.com))

## Qualifications Summary

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- Industrial and Systems Engineering student from the Tecnológico de Monterrey (ITESM).
- **Programming:**
  - Coded a ~2600 line word game using Python functions and global variables.
  - Analyzed a 33-column database of school grades and demographic variables to provide detailed regression, correlation and graphical analyses using Python (Pandas, NumPy, Matplotlib and Seaborn).
  - Created a complex Excel Inventory Management System for a chemical component manufacturer in Tijuana (BMQ) which included more than 12 distinct Excel functions, macros and several sections of SQL.
  - Deduced a trading strategy for Apple Stock from 400 Stock Market Trading Signals using Python in Jupyter Notebook by analyzing a set of datapoints that contain all historic signal values for Apple Stock.
  - Created my personal portfolio page ([www.martindieck.com](http://www.martindieck.com)) from scratch using HTML, CSS and JavaScript.
- 3.5 years of experience in Marketing and Graphic Design, establishing the digital strategy of the Speedee brand in Mexico.
- 7 years of Adobe Illustrator experience, designing logos, social media posts and other graphic art for business and non-profit organizations alike. ([Design Portfolio](#))
- Native Spanish speaker, highly proficient in English (*TOEFL iBT 118/120*), and semi-fluent in French.
- Avid self-learner. Always searching for new ideas and skills to learn. ([Current certifications](#))
- Leadership experience in collaborative business projects and non-profit organizations.

## Education

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Aug 2019 – Present	<b>TECNOLÓGICO DE MONTERREY (ITESM)</b> Industrial and Systems Engineering Major (Graduating in June 2023) Current GPA: 4.0 (98/100)	<b>MONTERREY, NL, MEX</b>
Aug 2022 – Dec 2022	<b>PURDUE UNIVERSITY</b> Finance and Marketing Exchange Program GPA: 4.0 – Dean's List – Semester Honors	<b>WEST LAFAYETTE, IN</b>

## Employment

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Aug 2019 – Present	<b>SPEEDEE OIL CHANGE &amp; AUTO SERVICE MX (DIEZA AUTOMOTRIZ)</b> <b>Marketing and Graphic Design Manager</b>	<b>GARZA GARCIA, NL, MEX</b>
<ul style="list-style-type: none"><li>• Designed and led the digital marketing strategy for Speedee Mexico, working hand-in-hand with <a href="#">Full Speed Automotive</a>, one of <i>Entrepreneur's</i> Top 500 Franchise Groups and recognized as the #1 Oil-Change Franchise in the US.</li><li>• Designed and oversaw monthly ad campaigns for 12 locations, optimizing the ~\$14k USD annual budget to connect ~170,000 interested clients to the Speedee website across 1 year, with an average CPR of \$0.05 USD.</li><li>• Implemented an automated chatbot for the Speedee FB page designed to point customers to their nearest Speedee location, integrating Google Sheets and ManyChat to display the three nearest stores and their information in less than 2 seconds.</li><li>• Oversaw the creation and design of the new Speedee Mexico website, including both front and back-end development, mainly using WordPress and JetPlugins to add scheduling functionalities for each location.</li></ul>		

## Relevant Experience and Personal Achievements

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2009-2018	<b>Camp Foley (summer camp in Minnesota)</b> <ul style="list-style-type: none"><li>• Camper for 9 years, participating in their Leader-in-Training (LIT) and Counselor-in-Training (CIT) program. (<a href="http://campfoley.com">campfoley.com</a>)</li><li>• Winner of the <i>Anchor Award</i> (2016), an award given to “one boy and one girl each session who are caring, responsible, a role model and who exhibit the qualities of a good leader. The recipients of the Anchor Award are chosen by their peers and counselors because they are people of strong character who are leaders in the camp community.” (<a href="https://campfoley.com/alumni/recognitions">https://campfoley.com/alumni/recognitions</a>)</li><li>• Personally chosen by the camp director amongst 60 other campers to participate in their Octo Internship Program (2018).</li></ul>
2018	<b>Winner of the “<a href="#">Harvard Prize Book</a>”:</b> awarded to the outstanding student in the next-to-graduating class who “displays excellence in scholarship and high character, combined with achievement in other fields.”
2019	<b>Winner of the “Semper Altius” Medal (Prepa Anáhuac Monterrey):</b> given to one boy and one girl on their Senior Year who embody the values of the institution and who excel both personally and academically. The prize is given through the popular vote of both students and teachers of their grade.

## References

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Alli Faricy – Director Camp Foley

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Frida Molina – Graphic Designer Speedee Mexico

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