

MARTIN DIECK IZA

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EDUCATION

The University of Texas at Austin

May 2024

Master of Science, Information Technology & Management

- Coursework: Project Management, Product Management, Strategic Change and IT Management, Business Data Science, Design Thinking, Financial Management, Unstructured Data Analytics, Programming & App Development

Tecnológico de Monterrey (ITESM)

June 2023

Bachelor of Science, Industrial Engineering with Minor in Systems Engineering

- Overall GPA: 9.81/10 - Honors and Excellence Award (top 5% of class)
- Purdue University Semester Abroad: Finance, Accounting and Marketing (Fall 2022) - Dean's List & Semester Honors

EXPERIENCE

Speedee Oil Change and Auto Service Mexico – Brand Manager; Monterrey, Mexico

August 2019 – June 2023

- Revamped Speedee brand in Mexico, spearheading a comprehensive digital strategy and website overhaul to strengthen brand presence and customer engagement, resulting in 300 additional appointments per month
- Streamlined brand image and marketing efforts for franchisees, devising and implementing a new set of brand guidelines, eliminating inconsistency and establishing the local marketing campaign program
- Innovated the strategic marketing process, developing an updated yearly plan with over 100 ad creatives and social media posts, amplifying brand visibility, and connecting with +300,000 unique customers in one year
- Orchestrated monthly ad campaigns on Facebook and Instagram, optimizing a yearly budget of \$15,000 USD to drive more sales and revenue for Speedee centers and reducing the cost per result (CPR) from \$4.5 USD to \$0.03 USD
- Spearheaded multi-channel social media and web efforts to generate +300 new franchisee leads, +50 fleet service leads and an exhaustive talent search resulting in +200 job applicants across the country

PROJECTS

UT Libraries Capstone Project – Database to Cloud Pipeline Creation

Spring 2024

- Engineered and implemented an ETL pipeline from an on-premises database to an ArchiveSpace MySQL-based solution, allowing for real-time, accurate access to collection data by multiple users
- Leveraged client interviews and pain points to design front-end visualization options like maps using GeoData and advanced search features that allow users to quickly gather the information they need

Resource Management Software – Full-Stack Web App Development

July 2023

- Designed a user-friendly resource management web app using React.js for the front end and Python Flask for the back end, enabling seamless user creation, resource tracking, and project allocation
- Utilized MongoDB as the NoSQL database solution to efficiently store and manage encrypted user and resource data

TECHNICAL SKILLS

- **Certifications:** AWS Solutions Architect Associate, Data Engineer Associate (Data Camp), Six Sigma Green Belt
- **Computer Software:** Oracle, MongoDB, Figma, Tableau, Minitab, Microsoft Excel, WordPress, Adobe Illustrator
- **Computer Languages:** Python, SQL, React.js, HTML, CSS, JavaScript, GDScript
- **Project Skills:** Software Development Life Cycle (SDLC), Version Control, Scrum, Agile, Kanban, Lean Six Sigma

LEADERSHIP & SOCIAL WORK

- **Leadership:** MSITM Student Ambassador (2023-2024), Management Training at Walk-On's Sports Bistreaux (2022), Harvard Prize Book (2018) – [Link](#), Debate Team Captain (winning 3rd place nationally, 2018), 5-time cast in high school play (2 as a TA), Anchor Award (Camp Foley, 2016) – [Link](#), President of International Polemic Analysis Club (2018-2019)
- **Social Work:** Leader with Humanity (Zamora Coaching, 2021), Math and Spanish Professor Aprendamos Juntos (2020), Catequesis Mano Amiga Executive Committee (2017-2019), Sillatón Executive Committee (2018)
- **Languages:** Fluent in English and Spanish. Limited working proficiency in French.
- **Interests:** Piano, reading, American football, Broadway musicals, game development, weightlifting.