MARTIN DIECK IZA

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EDUCATION

The University of Texas at Austin   May 2024
Master of Science, Information Technology & Management
- Coursework Includes: Big Data & Distributed Programming, Data Product Lifecycle Management, Advanced Data Mining & Web Analytics, Cognitive Computing, Advanced Programming & App Development, Design Thinking

Tecnológico de Monterrey (ITESM)   June 2023
Bachelor of Science, Industrial Engineering with Minor in Systems Engineering
- Overall GPA: 9.81/10 - Honors and Excellence (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 brand 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 the SpeeDee centers and reducing the cost per result (CPR) from $4.5 USD to $0.03 USD

PROJECTS

Building Empathy: Graduate Students – *Design Thinking Deep-Dive*   July 2023
- Connected with graduate students through empathy mapping, research persona development and in-depth interviews to pinpoint a challenge statement that clearly defined the scope and project focus
- Leveraged brainstorming and interview data analytics to identify optimal solutions and trade-offs

Resource Management Software – *Full-Stack Web App Development*   July 2023
- Designed a user-friendly resource management web app using React.js for front end and Python Flask for back end
- Utilized MongoDB as the No-SQL database solution to efficiently store and manage encrypted user and resource data
- Planned and executed two-week agile sprints on Azure DevOps to allow for design, development, and testing phases

Insurance Risk Assessment Platform – *Project Management*   Spring 2023
- Coordinated weekly client management stand-ups to isolate customer's pain points and requirements
- Strategized contingency and implementation plans based on SWOT and IE Matrix analysis
- Delivered detailed documentation equipping client with a clear roadmap for potential future implementation

TECHNICAL SKILLS

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

ADDITIONAL INFORMATION

- **Leadership:** MSITM Student Ambassador (2023-2024), Harvard Prize Book (2018) – Link, Anchor Award (Camp Foley, 2016) - Link, Debate Team Captain (winning 3rd place nationally, 2018), 5-time cast in high school play (2 as a TA)
- **Languages:** Fluent in English and Spanish. Limited working proficiency in French
- **Interests:** Piano, reading, writing, football, Broadway musicals
- **Work Eligibility:** Extended US work eligibility due to STEM certification; require sponsorship for long-term employment