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, User Generated Content Analytics, Advanced 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 (top 5% of class)
- Purdue University Semester Abroad: Finance, Accounting and Marketing (Fall 2022) - Dean's List & Semester Honors

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

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

API Data Pipeline – *Data Extraction and Database Management* September 2023
- Engineered and implemented an ETL pipeline using Python and the Psycopg library to extract data from the PokeAPI, providing real-time access to comprehensive Pokémon information.
- Deployed the project on AWS Relational Database Service (RDS) running PostgreSQL, ensuring scalability, security, and high availability of the database, and optimizing query performance.

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 no-SQL database solution to efficiently store and manage encrypted user and resource data.

Personal Website – *www.martindieck.com* November 2022
- Developed a responsive personal website from scratch using HTML and CSS to implement modern design principles for an intuitive user experience, and Formspree for seamless form functionality without PHP support on GitHub Pages.

ADDITIONAL INFORMATION

Languages: Fluent in English and Spanish. Limited working proficiency in French.
Interests: Piano, reading, football, Broadway musicals.
Work Eligibility: Extended eligibility to work in the U.S. due to S.T.E.M. certification; will require visa sponsorship for long-term employment.