

# VIRGEL CAVAL

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## EDUCATION

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<b>Illinois State University</b>	Bachelor of Science: <b>Advanced Marketing Analytics</b> <b>GPA: 3.46/4.0</b>	Spring 2020
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## PROFESSIONAL EXPERIENCE

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<b>The Walt Disney Company   DTCL Data Platforms</b> – Associate Product Manager Intern; New York, NY	Summer 2019
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*Owned Disney's proprietary Custom Audience Management Platform (CAMP), supporting Disney Streaming*

- Validated 350+ ad-tech vendor partnerships to ensure GDPR compliance across all Disney platforms to avoid legal issues
- Launched from inception a feature that allows the export of Device IDs from CAMP to a Data Management Platform, which powers Disney's industry-leading audience targeting and re-targeting campaigns on connected-TV
- Delivered an export feature that allowed integration with Facebook audiences, reducing user delivery and processing time by 98%
- Strategized and prioritized roadmap initiatives with users, executives, and engineers that saved cloud server costs of 50%
- Revamped the UI of CAMP that increased the number of simultaneous users 3x by reducing API calls and UI bugs

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<b>Information Resources, Inc. (IRI)</b> – Media Product Development Intern; Chicago, IL	Summer 2018
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*IRI is a leading market research firm that specializes in providing consumer, shopper, and retail market intelligence*

- Launched the proof-of-concept for a product that measures client's marketing campaign effectiveness in flight with 80% accuracy
- Led 5 other interns to iterate on a media measurement product that was sold to 2 clients in the retail and CPG industries
- Contributed insights for an IRI Thought Leadership piece, The Connected Consumer & Personalization Webinar, highlighted from 22:00 – 27:00 in the link: <https://www.iriworldwide.com/en-us/Insights/Webinars/The-Connected-Consumer-and-Personalization>

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<b>US Army National Guard</b> – Senior Specialist; Normal, IL	Spring 2015 – Present
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- Developed unit's transition program which to date, has helped 100+ veterans successfully transition into the civilian world
- Created a Google healthcare database for 500+ patients which allowed units to optimize and track soldier's health status
- Evaluated 300+ soldier's deployment readiness status by conducting health screenings and managing healthcare data

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<b>LinkedIn</b> – Campus Editor; Illinois State University	Fall 2018 – Present
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- Launched a student program which focuses on helping 500+ students network and produce personal brands
- Organized ISU's LinkedIn Veterans program which to date, has helped 20+ student veterans in their job/internship search

## LEADERSHIP & STUDENT ORGANIZATIONS

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<b>Marketing Analytics Society</b> – Founder, President	Spring 2017 – Present
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*MAS is a student organization in the College of Business focused on bridging the skill gap between the classroom and the real world*

- Improved 45 student member's technical skills by hosting in-house hackathons and workshops on R and Tableau
- Oversaw 5 MAS student project teams analyzing real-world Nielsen panel data and media datasets using R, Tableau and Excel
- Established presence on campus by increasing membership by 150% by using digital and social media campaigns

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<b>Illinois State University, College of Business</b> – President	Fall 2018 – Spring 2019
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- Led 30 Presidents of various College of Business student organizations in focusing on improving student growth in the college
- Increased student involvement by 30% by deploying marketing strategies such as audience ad-targeting on social sites
- Mentored 50+ students by creating personalized and viable career plans that leveraged internship and job search strategies

## SIDE PROJECTS

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- Career Center Mobile app – Created a go-to-market strategy, which received over 5,000 downloads on iOS and Android
  - ISU Newspaper Mobile App – Launched "The Vidette" mobile app which initially received 300 downloads in the first month
  - ISU Veterans Program – Mentored 20+ transitioning veterans by fostering relationships and hosting career workshops

## HONORS

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| • Dean's List – College of Business (4.0 GPA for the semester)   | Fall 2018           |
| • Redbird Scholar – Selected as a leading student with academic and professional achievements                | Fall 2017 - Present |
| • COUNTRY FINANCIAL Corporate Social Responsibility Case Competition – 1 <sup>st</sup> Place out of 13 teams | Fall 2018           |

## ADDITIONAL INFORMATION

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**Skills:** SQL, Tableau, JIRA, SCRUM/Agile, Sketch, R (Basic), Python

**Languages:** Conversational Tagalog and Waray (Philippines), Fluent in English

**Interests:** Classic Rock Music, Advertising, Unique Foods, Rising college debt and why students aren't succeeding, Dad Jokes