VIRGEL CAVAL

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PROFESSIONAL EXPERIENCE

Stacks – *Associate Product Manager, On-Boarding Experience* — Remote (4 months)
Stacks is a Snapchat and VC-backed social app focused around users creating video meme content

- Increased app download conversion to 50% by conducting user research and A/B tests to launch a revamped landing page
- On-boarded 50+ new content creators and users via social media outreach and paid partnerships
- Led feature discovery research by conducting 50+ user interviews which led to the revamp of the onboarding experience

The Walt Disney Company | DTCI Data Platforms – *Associate Product Manager* — New York, NY (6 months)
Owned one of Disney's internal tools, Custom Audience Management Platform (CAMP) web app, supporting Disney Streaming

- Strategized and prioritized roadmap initiatives with users, executives, and engineers using JIRA/Trello and scrum/agile processes
- On-boarded 3 sales and analytics teams onto CAMP and those teams generated over $100,000 in revenue using CAMP in 1 month
- Validated 350+ ad-tech vendor partnerships to ensure GDPR compliance across all Disney platforms to avoid legal issues
- Launched an export feature on the CAMP web app that increased user-flow efficiency by 98%, powers connected-TV targeting

US Army National Guard – *Program Manager, Senior Specialist* — San Antonio, TX (5 years)

- Developed unit's transition program which helped 100+ veterans successfully transition into the civilian world post retirement
- Created a 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

Information Resources, Inc. (IRi) – *Media Product Development Intern* — Chicago, IL (6 months)
IRi is a market research firm that provides consumer, shopper, and retail market intelligence

- Launched a proof-of-concept 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
- **My work is highlighted from 22:00 – 27:00 in the link: IRi Thought Leadership Webinar**

LEADERSHIP & STUDENT ORGANIZATIONS

Marketing Analytics Society – *Founder, President* — (4 years)
MAS is a student organization focused on bridging the skills gap between the classroom and the real world

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

Illinois State University, College of Business – *President* — (1 year)

- Led 30 Presidents of various College of Business student organizations focused on improving student growth in the college
- Increased COB student involvement by 30% by deploying unique marketing strategies such guerilla and digital/media campaigns
- Mentored 50+ students, creating personalized and viable career plans by leveraging internship and job search strategies

SIDE PROJECTS

- ISU Newspaper Mobile App – Launched a newspaper mobile app which initially received 1,000 downloads in the first month
- Personal Veterans Program – Mentored 20+ transitioning veterans by fostering relationships and hosting career workshops

ADDITION INFORMATION

Skills: SQL, Tableau, JIRA/Trello, SCRUM/Agile, Figma, R (Basic), MS Office Suite
Interests: Classic Rock Music, Unique Foods, Rising college debt and why students aren't succeeding, Dad Jokes

EDUCATION

Illinois State University — Bachelor of Science: *Advanced Marketing Analytics* — Spring 2020
GPA: 3.46