

VIRGEL CAVAL

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San Francisco, CA

EDUCATION

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

PROFESSIONAL EXPERIENCE

The Walt Disney Company | DTCI Data Platforms – Associate Product Manager Intern; New York, NY Summer 2019

- Launched a feature that powers Disney's industry-leading audience targeting and re-targeting on connected-TV
- Delivered an export feature that integrated with Facebook audiences which increased user efficiency by 98%
- Strategized and prioritized roadmap initiatives with users, executives, and engineers that reduced costs by \$40,000
- Revamped a UI feature that increased the number of simultaneous users from 5 to 15 by reducing API calls and UI bugs
- Validated 350+ ad-tech vendor partnerships to ensure GDPR compliance across all Disney platforms to avoid legal issues

Information Resources, Inc. (IRI) – Media Product Development Intern; Chicago, IL Summer 2018

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
- Delivered 4 ad hoc and live projects for CPG and retail clients focused on improving brand strategy and marketing campaigns
- 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](#)**

US Army National Guard – Senior Specialist; Normal, IL Spring 2015 – Present

- 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
- Facilitated and ensured unit operation security by manually screening 60+ soldier's digital footprints and data

LinkedIn – Campus Editor; Illinois State University Fall 2018 – Present

- Launched a student program which focused on helping 500+ students network and produce personal brands
- Organized ISU's LinkedIn Veterans program that assisted 20+ student veterans in their job/internship search
- Impacted 500+ students by hosting workshops/seminars/webinars on how to leverage the LinkedIn platform

LEADERSHIP & STUDENT ORGANIZATIONS

Marketing Analytics Society – Founder, President Spring 2017 – Present

MAS is a registered student organization in the College of Business 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 Fall 2018 – Spring 2019

- 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

- Formulated the go-to-market roadmap for the Career Center's mobile app which received over 5,000 downloads
- Launched Illinois State's newspaper mobile app, "The Vidette", which initially received 600 downloads in the first month
- Group owner for the ISU Veteran LinkedIn Group and the ISU Marketing Department's LinkedIn Group

HONORS

- College of Business Dean's List Fall 2018
- Redbird Scholar – Selected as a leading student with academic and professional achievements Fall 2017 - Present
- COUNTRY FINANCIAL Corporate Social Responsibility Case Competition – **1st Place out of 13 teams** Fall 2018

ADDITIONAL INFORMATION

Skills: SQL, Tableau, JIRA, SCRUM/Agile, Sketch, R (Basic), MS Office Suite, 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

Work Eligibility: Eligible to work in the U.S. with no restrictions and willing to relocate