

# VIRGEL CAVAL

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## EDUCATION

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

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| <b>The Walt Disney Company   DTCI Data Platforms</b> – Associate Product Manager Intern; New York, NY<br><i>Owned Disney's proprietary Custom Audience Management Platform (CAMP) web app, supporting Disney Streaming</i> | Summer 2019 |
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- Launched an export feature on the CAMP web app that increased user-flow efficiency by 98%
- 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
- 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>Eventplore</b> – Product Manager; Seattle, WA<br><i>Eventplore is a web app ran by students to create an event-based platform for college campuses</i> | Fall 2019 – Spring 2020 |
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- Increased user conversion by 80% by revamping the user on-boarding process and adding a new banner feature
- Improved user retention by 100% by launching a new “groups” feature on the web app
- Acquired 1,000+ DAU in 7 days by launching a “referral” marketing campaign on university campuses

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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 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

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| <b>Information Resources, Inc. (IRi)</b> – Media Product Development Intern; Chicago, IL<br><i>IRi is a market research firm that provides consumer, shopper, and retail market intelligence</i> | Summer 2018 |
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- 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

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| <b>Marketing Analytics Society</b> – Founder, President<br><i>MAS is a student organization focused on bridging the skills gap between the classroom and the real world</i> | Spring 2017 – Present |
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- 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

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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 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

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- ISU Newspaper Mobile App – Launched “The Vidette” mobile app which initially received 300 downloads in the first month
  - Personal Veterans Program – Mentored 20+ transitioning veterans by fostering relationships and hosting career workshops

## ADDITIONAL INFORMATION

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

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