

VIRGEL CAVAL

(618) 520-7290 | vacaval@ilstu.edu | <https://www.linkedin.com/in/virgel-caval/> | [virgelcaval.github.io](https://github.com/virgelcaval)

EDUCATION

Illinois State University	Bachelor of Science: Advanced Marketing Analytics GPA: 3.46/4.0	Spring 2020
----------------------------------	--	-------------

PROFESSIONAL EXPERIENCE

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

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

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
- 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>

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

- 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

Eventplore – Product Lead; Seattle, WA	Fall 2019 – Present
---	---------------------

Eventplore is a startup dedicated to creating a centralized platform for students to find campus events

- Increased user activation by 33% by enhancing the user on-boarding and sign-up process by using A/B tests
- Acquired 500+ users in the first 7 days post-launch by creating a go-to-market strategy using social media and guerrilla marketing

LEADERSHIP & STUDENT ORGANIZATIONS

Marketing Analytics Society – Founder, President	Spring 2017 – Present
---	-----------------------

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

Illinois State University, College of Business – President	Fall 2018 – Spring 2019
---	-------------------------

- 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

-
- 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

-
- | | |
|--|---------------------|
| 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 st Place out of 13 teams | Fall 2018 |

ADDITIONAL INFORMATION

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

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