

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
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PROFESSIONAL EXPERIENCE

The Walt Disney Company DTCI Data Platforms – 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

- On-boarded 3 sales and analytics teams onto CAMP and those teams generated over \$200,000 in revenue using CAMP
- 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
- 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

The Daily Vidette – Consulting/Sales Manager; Normal, IL	Fall 2016 – Fall 2019
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The Daily Vidette is the ISU student newspaper which reaches over 700,000+ unique digital readers every year

- Launched a consulting solution targeted for local businesses which increased client revenue by 10k and Vidette's revenue by 5k
- Sold over \$500,000 of digital, mobile, and physical (newspaper and magazines) products over a 2-year tenure
- Implemented a CRM system for the sales team to create a sales pipeline which increased team revenue by 30%

US Army National Guard – 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

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

LEADERSHIP & STUDENT ORGANIZATIONS

Marketing Analytics Society – 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

Illinois State University, College of Business – 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

- 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 st Place out of 13 teams | Fall 2018 |

ADDITIONAL INFORMATION

Skills: SQL, Tableau, JIRA, SCRUM/Agile, Sketch, R (Basic), Salesforce Platform Basics

Interests: Classic Rock Music, Advertising/Media, Unique Foods, Veterans Transitioning to Workplace, Dad Jokes