MICHAEL A. OPIELA

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EDUCATION

The University of Texas at Austin   May 2023
Master of Science, Marketing
Coursework includes: Digital Marketing, Marketing Analytics I & II, Data Visualization, Marketing Management, etc.

Texas A&M University   May 2022
Bachelor of Science, Economics & Sociology

WORK EXPERIENCE

Austin Film Festival – *Marketing Intern, Marketing Consultant;* Austin, TX   June 2023 – November 2023
• Created social media copies and grassroots marketing materials to drive brand event attendance
• Wrote Google Analytics reports on site traffic to drive more effective marketing strategy
• Migrated existing Google Analytics data to Google Analytics 4 to improve festival awareness
• Implemented Google Ads and Meta Business campaigns to drive festival pass sales and brand awareness

Potbelly Sandwich Shop – *Associate;* Houston & College Station, TX   May 2018 – June 2022
• Functioned as hybrid Cashier, Custodian, Food Prepper, and Delivery Driver facilitating $20k~ in weekly sales
• Developed client-facing customer service skills through managing expectations from both customers and management

Halliburton – *Supply Chain Management Intern;* Houston, TX   June 2017
• Collaborated with global managers to redistribute company resources more efficiently by continent
• Utilized Excel skills to pinpoint large loss areas to streamline Cementing PSL operations abroad

MARKETING PROJECTS

Data-Driven Account Activation, TikTok - *Marketing Intelligence Capstone*   January 2023 – May 2023
• Scale individual sub-verticals to activate current and potential client accounts
• Develop ad revenue-based account activation plan by projecting growth to identify prospects

LEADERSHIP EXPERIENCE

Round Table Talks TAMU – *VP of Collaboration*   July 2021 – May 2022
• As a founding executive of RTT, spearheaded recruitment of other student organizations for collaboration
• Oversaw funding, recruiting, and event execution with sponsors and multiple student orgs for inaugural two events

Aggie Leaders of Tomorrow – *Member, Student Leader, Big (Mentor)*   September 2018 – May 2021
• Member: Coordinated Global Leadership program to educate Texas A&M students about other cultures
• Student Leader: Directed 3 simultaneous service events within 3-day retreat for 130 members for leadership growth
• Big: Mentored freshmen and served as role model and resource for adjustment to college life at Texas A&M

AWARDS

• Texas McCombs CCIMS Marketing Challenge 2022 (Samsung), Finalist   October 2022
• National Leadership Conference 2021 (Phi Beta Lambda), 4th Place Organizational Behavior & Leadership   July 2021
• National Leadership Conference 2021 (Phi Beta Lambda), 6th Place Sports Management & Marketing   July 2021
• National Hispanic Scholar   Spring 2017

ADDITIONAL INFORMATION

Computer Skills: Proficient in Excel, Canva, Hootsuite, Beginner in R, SQL, Python, Tableau, Google Ads, Meta Business
Certifications: HubSpot Inbound Marketing, HubSpot Digital Marketing, Google Analytics 4
Languages: Fluent in English, learning Spanish
Work Eligibility: Eligible to work in the U.S. with no restrictions