# Caleb Bettcher

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## SUMMARY

- **Technical Skills -** Git, Machine learning, Computer vision, Data analysis, Adobe product suite, Premiere, Photoshop,
- **Coding Languages -** React, JavaScript, GraphQL, Python, Java, C++, MySQL
- **Interests -** Software development, Machine learning, AI, Content creation, Finances, Stocks, Rock climbing, Running

## EDUCATION

**University of Colorado Boulder -** College of Engineering & Applied Science     **August 2023 - May 2026**
*Bachelor of Science in Computer Science, Minor in Business*     *Boulder, CO*
      **Cumulative GPA -** 3.92, Dean's List
      **CU Energy Club -** *Chief Financial Officer*     **December 2023 – Present**
- Oversee funding requests, budget management, and planning for club activities and events

      **CU Triathlon Team, CU Freeride, Leeds Investment Group**- *Member*     **August 2024 – Present**

## WORK EXPERIENCE

**University of Colorado Boulder -** College of Engineering & Applied Science     **August 2024 – Present**
*Machine Learning Research Assistant*     *Boulder, CO*
- Using image recognition to classify high energy particle precipitation using data from the twin ELFIN satellites
- Building custom datasets used to train machine learning models to find patterns in electron behavior from multi-dimensional satellite data spanning over 6 years
- Presenting at a national research conference in April on the application of ML and AI to astrophysics research

**Net-Results Marketing Automation**     **May – August 2022, 2023**
*Full Stack Web Development Intern*     *Denver, CO*
- Constructed new Javascript/React frontend and Laravel/GraphQL backend systems to handle multi-layered JSON mutations, execute user-customized marketing actions, test functionality, and synchronize data with platforms such as Salesforce and Dynamics 365 for over 10,000 active users
- Collaborated with developers to design, build, and implement user-customizable, automated marketing actions
- Partnered with customer success team to handle inquiries and solve user issues

**YouTube**     **April 2020 – Present**
*Content Creator*
- Built a YouTube channel with over 70,000 subscribers and 8 Million views
- Created, posted, analyzed performance, and handled publicity for over 150 videos, with the goal of monetization and brand growth
- Partnered with Supercell and other companies to generate revenue through sponsorships

**CreativeLaunch**     **May 2024 – August 2024**
*Creative Strategist*     *Boulder, CO*
- Consistently built winning ads using client's existing commercial footage and optimized performance with data from Facebook ad analytics
- Collaborated with a small team in a fast-paced startup environment to develop standard operating procedures, focusing on client relations

## CERTIFICATIONS & AWARDS

- **TestOut** - Network Pro, Linux Pro
- **ThunderRidge High School** - Valedictorian