Carson Scholberg
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Education

Gustavus Adolphus College, Bachelors of Art, Management Major　　　　**06/2020**
Metro State University, Information Systems Program coursework
Colorado State University, Information Systems Program coursework

Relevant coursework: Machine Learning, Computer Science, Introduction to Information Systems

Skills: Python, Anacona (Python), Java (Eclipse), Microsoft Office Suite, Google Suite

Academic Experience

Machine Learning Course Project　　　　**01/2020**
- Developed an algorithm to predict the adoption outcomes for animals at shelter in Houston, TX
- Obtained and cleaned the data to make it workable, converted object categories to integer values, constructed various machine learning algorithms to train the data
- Analysis determined correlations between adoption rate and animal demographics; recommended marketing efforts to feature specialized adoptee characteristics to encourage adoption

Marketing Student Consultant, Curfago　　　　**02/2019 - 06/2019**
- Closely collaborated with founder to improve marketing and engagement to new customer populations for communication platform application
- Performed SWOT, competitive analysis, buyer persona, industry overview and customer interviews to analyze product and potential customer market
- Presented final recommendations including trial downloads, email marketing, testimonial outreach and identified specific target organizations that would benefit from product

Professional Experience

Computer Sales Specialist, Best Buy - Eagan, MN　　　　**07/2019 - Present**
- Develop sales strategy for each individual customer, promoted products including computers, laptops, monitors, tablets, printers, software and all relevant products
- Researched product features and new product trends by brand to support weekly promotions
- Engaged customer through buying process by developing rapport, supporting customer concerns and direct buying package based on knowledge and product recommendations

Lifeguard, Lifetime Fitness - Lakeville, MN　　　　**06/2018 - 09/2018**
Lifeguard, Apple Valley Family Aquatic Center - Apple Valley, MN　　　**2015-2017 (seasonal)**
Dive Coach/Lifeguard, Independent School District 196 - Apple Valley, MN　**2013-2016 (seasonal)**
- Collaborated with team of 12 lifeguards to rotate between indoor and outdoor facilitates including a variety of 10+ stations to ensure safety of all patrons
- Reviewed log of recorded completed lessons to ensure correct admission level to facilities
- Directed safety of 900 to 2,000K daily visitors through management of five separate locations

Awards & Leadership

Gustavus Adolphus College, Captain, Swim and Dive team　　　　**2018-2019**
Boy Scouts of America, Eagle Scout (BSA)　　　　**2012-2016**