Connor Folk

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https://connorfolk.github.io/Projects

OVERVIEW

Passionate, personable, adaptable, and dedicated to understanding, diagnosing, and solving complex client problems through data analysis. Experience in a variety of technical and soft skills including:

- Data wrangling
- Data visualization
- Linear/logistic regression
- Time series
- Data mining
- Machine learning
- Technical communication
- Collaboration
- Relationship building

EDUCATION

M.S. in Analytics   May 2022
Institute for Advanced Analytics, NC State University, Raleigh, NC

B.A. in Economics with Minors in Statistics and Entrepreneurship   May 2021
University of North Carolina at Chapel Hill, Chapel Hill, NC
Honors: Graduated with Highest Distinction, Phi Beta Kappa, and Omicron Delta Epsilon

Study Abroad: Development and International Economics   Summer 2019
London School of Economics, London, UK

PRACTICUM PROJECT

Visionist   Columbia, MD
Program Liaison   September 2021—Present
- Utilize event data of interactions between socio-political actors to aid in the understanding of complex global entity relationships
- Develop dynamic network visualizations to identify key actors, threats, and partnerships
- Leverage time series and survival analysis to model intervention impacts on network relationships and to predict time-to-conflict
- Implement Agile methodology for effective project management

RELEVANT EXPERIENCE

University of North Carolina at Chapel Hill   Chapel Hill, NC
Undergraduate Research Assistant   November 2020—May 2021
- Scraped, cleaned, and transformed revenue data into price indexes using R
- Identified bull and bear markets in 49 different sectors of the economy using the "bbdetection" package
- Visualized the different markets to analyze trends in dates, durations, and amplitudes of each bull and bear market in a beamer presentation

Undergraduate Learning Assistant   August 2020—May 2021
- Explained technical topics, including Classical, Keynesian, and Open Economy economic models
- Developed ways to facilitate student learning in intermediate macroeconomic theory
- Oversaw lectures of over 200 students and led discussions in breakout rooms

District C   Remote
Business Consulting Intern for Substantial Magazine   Summer 2020
- Modeled magazine, website, and newsletter advertising prices of competitors in Microsoft Excel to optimize the company's ad pricing model
- Compared revenue streams from different subscriber pricing models to maximize profit
- Communicated recommendations to key stakeholders, including the CEO and major investor

SKILLS

- *Languages:*   R, Python, SQL, SAS
- *Certification:*   SAS Certified Specialist: Base Programming Using SAS 9.4