Connor Folk cfolk@ad.unc.edu (704) 651-2854

EDUCATION

University of North Carolina at Chapel Hill - Chapel Hill, NC

May 2021

Economics; Statistics and Analytics, Entrepreneurship

- GPA 3.882
- Honors: Dean's List (five semesters), Omicron Delta Epsilon International Honors Society, Phi Beta Kappa Honors Society

London School of Economics – London, United Kingdom

June - August 2019

Study Abroad

- Concentration in Development and International Economics
- Studied under prestigious and renowned Economic academia
- Learned and practiced Economics with a focus on theory
- Obtained experience adapting to new environment and culture

EXPERIENCE

University of North Carolina at Chapel Hill - Chapel Hill, NC

November 2020 - Present

Undergraduate Research Assistant

- Scraped, cleaned, and transformed revenue data into prices using R Studio
- Integrated the "bbdetection" package to identify bull and bear markets in 49 different sectors of the economy
- Visualized the different markets using a variety of plots and tables that showed dates, durations, and amplitudes of each bull and bear market in a beamer presentation

University of North Carolina at Chapel Hill - Chapel Hill, NC

August 2020 - Present

Undergraduate Learning Assistant for ECON 420

- · Helped students in class understand complex topics covered in Intermediate Macroeconomics
- Worked directly with Professor Michael Aguilar to create announcements, check exercises, and administer Poll Everywhere questions
- Assisted a team of undergraduates to facilitate student learning in macroeconomic theory
- Experienced conducting a large lecture of over 200 students using Zoom

District C – Chapel Hill, NC (Remote)

May 2020 - July 2020

Business Consulting Intern for Substantial Magazine

- Modeled magazine, website, and newsletter advertising prices of competitors to optimize the company's ad pricing model
- Redesigned Substantial's social media marketing plan in order to use Twitter, Instagram, and Facebook to target different audiences
- Compared revenue streams from different subscriber pricing models to maximize profit
- Presented a slide deck of our suggestions to the CEO and a major investor

Data Science Project – Chapel Hill, NC

January 2020 - April 2020

Group Member

- Worked with a team of five using R- Studio to clean, analyze, and visualize a dataset containing World Cup match results
- Used cross validation techniques to create a model that accurately predicted outcomes within the dataset
- Displayed results with written commentary and explanation in a 10-page html document

LEADERSHIP AND COMMUNITY INVOLVEMENT

Alpha Tau Omega Fraternity - Chapel Hill, NC

Recruitment Chair

November 2019 - May 2020

- Allocated a budget of \$11,000 to coordinate social fraternity functions and increase total membership
- Served as the face of the fraternity, interacting with over 100 potential new members
- Developed professional and personal communication skills and sales techniques

Risk Management Committee

November 2017 - May 2018

- Planned and implemented a risk plan for each social event as well as unforeseen crises such as fires and thefts on the property
- Assessed cases of injury on fraternity premises and worked with the Risk Management Chair to minimize damages
- Worked with the Chapel Hill Fire Department to ensure that all fire codes were followed within the fraternity house

Member

November 2017 - Present

- Assisted in the annual ATO Palmer Invitational Golf Tournament that raised \$10,302 for Friends Fighting Cystic Fibrosis
- Collaborated with fellow members to implement community and club events
- Learned valuable lessons in communication, cooperation, and dedication

SKILLS

- Knowledge in Microsoft Office and Adobe Creative Cloud
- Knowledge in R Studio