

Karson Eilers

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EDUCATION

University of Utah, David Eccles School of Business

Master of Science, Business Analytics

Salt Lake City, UT

December 2023

- Relevant Courses: Data Mining, Database Theory and Design, Analytical Models

Westminster College, Bill and Vieve Gore School of Business

Bachelor of Arts, Economics

Salt Lake City, UT

May 2017

- Cum Laude
- Thesis: quantified market value of business affiliation with presidential administration cabinet members
- Relevant coursework: Econometrics, Macroeconomic Theory, Microeconomic Theory, Intro. to Computer Science

SKILLS

Databases/Big Data: SQL Server, Microsoft Access, Microsoft Azure

Analytics/Visualization/CRM: Google Analytics, Microsoft Excel, Qualtrics

Machine Learning: Linear regression, Hierarchical clustering/classification

Programming: R, Python

PROJECTS

- Municipal Data Aggregation: developed a Microsoft Azure/SQL server database merging data from the multiple sources including Utah State Tax Commission, the US Census Bureau, the Utah Department of Transportation, for each municipality and county in the state.
- Policy Design: Conducted survey of locally elected officials' preferred housing and land use policies and used data to advise state land use planning policy.
- Optimizing Staffing Levels: programmed a computer application to measure usage of the campus bike repair shop to recommend optimal staffing times.

EXPERIENCE

Utah League of Cities and Towns

Senior Analyst

Salt Lake City, UT

May 2017 – Current

- Surveyed member input on 60+ policy outcomes using Qualtrics and produced visuals to inform difficult political decisions.
- Measured conference workshop category attendance and success using Python and event web application usage.

Westminster College

Project Coordinator, Utah Exploring Computer Science Initiative

Salt Lake City, UT

April 2014 – May 2017

- Evaluated longitudinal metrics for teacher participant satisfaction and performance.

AmeriCorps National Civilian Community Corps/FEMA Corps

Assistant Team Leader

Sacramento, CA

February 2013 – November 2013

- Tracked/organized assignments and inspection reports for 150+ employees at the Hurricane Sandy New York Joint Field Office to recommend efficient staffing in departments.
- Assisted Data Management Supervisor in compiling Federal Information Database Access Reports to the Federal Coordinating Officer to maintain records for reporting.

Inside Sales

Intern

Provo, UT

December 2013 – March 2014

- Transcribed and tagged features in sales call to feed into machine learning algorithm.

ACTIVITIES

- Congressional Service Award
- Student Service Coordinator at Westminster College