

Connor R. Couetil

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Local Address
1117 Ocean Avenue
San Francisco, CA

EDUCATION

Purdue University, West Lafayette IN

2012 - 2016

- Major in Computer Science. Minors in Statistics, Entrepreneurship and Innovation
- Select Courses: Applied Regression (Graduate Level) ◦ Data Mining and Machine Learning ◦ Big Data Analysis ◦ Marketing and Management for New Ventures ◦ Honors Creativity and Innovation in Engineering Design

PROFESSIONAL EXPERIENCE

ENOVA International, Chicago IL

May 2015 – August 2015

Marketing Analytics Intern for global financial technology company offering consumer & small business lending

- Used machine learning and statistics to optimize discount email promotions to maximize United Kingdom customer retention and fee profitability.
- Created Logistic Regression, GBM, and Random Forest models in R and Python to predict metrics related to consumer behavior. Built framework to automatically generate models from experimental data.
- Analyzed experimental data using R and generated recommendations demonstrating a 1.5% increase in customer loan retention, as well as increases in open and click-through rates for emails.
- Queried large databases using PostgreSQL to acquire 166 factor variables on more than 100,000 customers for model creation, as well as reporting metrics for the UK market.

The Entrepreneur Authority/Veteran Franchise Centers, West Lafayette IN

January 2015 – May 2015

Intern for a leading franchise consulting firm focused on recruiting high potential individuals to start franchises.

- Converted prospect recruiting system to a web-based format, enhancing speed and customer experience.
- Decreased website loading time by ~30% and implemented online web forms for VeteranFranchiseCenters.com
- Produced 20+ blog posts on business topics for eAuth.com and an article for Search and Employ Magazine.

Spection Analytics, West Lafayette IN

August – December 2015

- Intern for an early-stage faculty startup focused on novel decision tree algorithms for data analytics.
- Created logo and conducted research to identify potential business applications for funding proposals.

RESEARCH EXPERIENCE

Research Assistant in Engineering Education, West Lafayette IN

August – November 2016

- Measured 40 engineering students understanding of business / value creation to ask, “are they entrepreneurial?”
- Analyzed interview transcripts, identifying use of Analytical vs. Effectual reasoning and business misconceptions.

SELECT WORK EXPERIENCE

MAZA Mediterranean and Italian Restaurant, West Lafayette IN

October 2014 – May 2016

- Server at a local fine-dining restaurant. Created hiring and advertising materials including flyers, brochures, and website and social media postings.

Academic Tutor in Math and Science, West Lafayette, IN

August 2012 – Present

- Self-employed tutor with long-term assignments assisting junior high and high school students with coursework.

Harvest Restaurant, Cambridge MA

June – July 2015

- Runner and server at this contemporary fine-dining restaurant serving over 100 customers per seating.

MEMBERSHIPS & AFFILIATIONS

Purdue MBA and HR Academy

2015 – 2016

Epsilon Nu Tau – Entrepreneurship Professional Fraternity

2015 – 2016

Purdue Hackers Club

2013 – 2016

Entrepreneurship and Innovation Club

2012 – 2014

Boiler Gold Rush – Student Orientation and Mentorship Program

2013

Freshman Honors Engineering

2012 – 2013

OTHER

LANGUAGES: Fluent French (dual citizenship, American and French) ◦ Proficient Spanish

PROGRAMMING: R, Python, SQL, C/C++, HTML & CSS, Java, Matlab, LabView