Connor R. Couetil

couetilc@gmail.com ○ (765) 427-1384 ○ Personal Website: couetilc.github.io

Local Address
815 Oak Street
San Francisco, CA 94117

CAREER PROFILE

2+ years professional experience operating in Analytics and Consulting Roles for global financial companies, top franchise consultants, and high-tech startups. 6+ years working in Customer Service and Operations roles.

- Seeking a full-time technical position in an Analytics role at a company. I'm passionate about using data and technology to make better and more informed business decisions.
- Studied Computer Science and Statistics at Purdue University, and was highly involved in the Entrepreneurship and Innovation Program. Concentration in Machine Learning and participated in the Krannert MBA Academy.
- Skills: Analytical, Multi-Tasker, Effective Communicator, Proactive Self-starter, Team-Player, Focused Leader.
- Languages: English (Native), French (Native), Spanish (Intermediate)
- Programming: Python, R, PostgreSQL, C/C++, Java, HTML & CSS, JavaScript, Matlab

PROFESSIONAL EXPERIENCE

ENOVA International, Chicago IL   **May 2016 – August 2016**
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 2016 – May 2016**
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.

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

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**