

# Connor R. Couetil

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Permanent Address

2624 Henderson St.

West Lafayette, IN

## EDUCATION

**Purdue University**, West Lafayette IN

**May 2017**

- Bachelor of Science 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.

## 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.

**Tippecanoe County Downtown Public Library**, West Lafayette IN

**November 2014 – February 2015**

- Circulation clerk, performed inventory, handled customer requests and complaints.

## LEADERSHIP EXPERIENCE

**Boiler Gold Rush**, West Lafayette IN

**August 2013**

- Mentored 15 new students as part of Purdue's Orientation Program, introducing them to Purdue

## MEMBERSHIPS & AFFILIATIONS

**Purdue MBA and HR Academy**

**2015 - 2016**

**Epsilon Nu Tau – Entrepreneurship Professional Fraternity**

**2015 - Present**

**Purdue Hackers Club**

**2013 – Present**

**Entrepreneurship and Innovation Club**

**2012 – 2014**

**Freshman Honors Engineering**

**2012 – 2013**

## OTHER

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

**PROGRAMMING:** C, C++, SAS, R, Python, Matlab, Java, HTML & CSS ◦ Adobe Photoshop and Illustrator