

Connor R. Couetil

www.couetil.com ◦ couetilc@gmail.com ◦ (765) 734-3677

Address

Lower Manhattan
New York NY, 10002

In business and IT positions for 3 years, as well as specialized customer facing roles for 5+ years. Analytical professional who values innovation and collaboration. Strives to improve performance and personal enrichment.

PROFESSIONAL EXPERIENCE

Enova International, Chicago IL

May – August 2016

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

- Built a suite of models using R and Python to analyze email promotions based on sampled data from a marketing campaign focused on customer retention in the United Kingdom.
- Outcomes demonstrated a 1.5% increase in customer loan retention and increases in open and click-through rates for marketing emails.
- Managed data on thousands of customers for reporting and model creation using PostgreSQL.

The Entrepreneur Authority, Dallas TX

January – May 2016

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

- Converted franchisee recruiting process from Excel sheets attached to emails into a web-based system, enhancing customer/consultant experience using CSS formatted notification emails managed by Wordpress, with user data secured in a MySQL database, and PHP with Javascript for form validation.
- Decreased website loading time by ~30% by integrating a CDN and implemented online web forms for VeteranFranchiseCenters.com.
- Produced 20+ blog posts for eAuth.com and an article for Search and Employ Magazine for recruitment.

Spection Analytics, West Lafayette IN

August – December 2015

Intern for an early-stage faculty startup focused on novel decision tree algorithms for data analytics.

- Measured data quality for potential clients using proprietary Python package (DecisionTree.py).
- Conducted research and interviews to identify potential business applications for funding proposals.

RESEARCH EXPERIENCE

Research Assistant in Purdue Engineering Education, West Lafayette IN

August – November 2016

Co-author "Engineering Students' Misuse of Business Concepts: Understanding Problematic Precursors to Entrepreneurship" presented at the 2017 American Society for Engineering Education Annual Conference.

- Measured 40 university engineering students' understanding of business concepts and value creation using QDA Miner, a qualitative data analysis tool specialized for transcripts.
- Identified misconceptions and blind spots, including where the curriculum had been most effective.

EDUCATION

Purdue University, West Lafayette IN

2012 – 2017

- Majored in Computer Science. Received Certificate in Entrepreneurship and Innovation.
- Concentrated in Machine Intelligence and Statistics.

DEPLOYED PROJECTS

olgaanastasiaart.com

Portfolio for Brooklyn artist applying to shows & festivals

Nginx – NodeJS – AWS (EC2,S3)

couetil.com

Personal website used for business purposes

Nginx – NodeJS – Digital Ocean

TECH EXPERIENCE

Languages: Python – Javascript – R – C/C++ – Java – HTML5/CSS3 – SQL – PHP

Web Stack: Nginx – Tornado – Django – Flask – NodeJS – Wordpress – AWS – DigitalOcean – GCloud

Geek Stack: Ubuntu & Mac – git – bash – Vim – tmux – iTerm2 – SASS – Make

Hobbies: Global Travel – French, Spanish – Soccer – Running – Avid Reader – Cooking – Public Speaking