

Connor R. Couetil

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Address

Lower East Side
New York NY, 10002

CAREER PROFILE

Full-stack developer with professional experience operating in Development and Analytics roles for a global financial company, a top franchise consultancy, and a high-tech startup.

STRENGTHS

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

Tools: Ubuntu – nginx – git – Pyramid – Django – Flask

PROFESSIONAL EXPERIENCE

Enova International, Chicago IL

May 2016 – August 2016

Marketing Analytics Intern for global financial technology company offering online consumer & small 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 include demonstrating a 1.5% increase in customer loan retention and increases in open and click-through rates for marketing emails.
- Managed data on hundreds of thousands of customers for reporting and model creation using PostgreSQL.

The Entrepreneur Authority/Veteran Franchise Centers, Dallas TX

January 2016 – 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 to a web-based system, enhancing speed and customer/consultant experience using HTML/CSS formatted notification emails, Wordpress databases, and Javascript form validation.
- Decreased website loading time by ~30% and implemented online web forms for VeteranFranchiseCenters.com
- Produced 20+ blog posts topics 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.
- Conducted research and interviews to identify potential business applications for funding proposals.

RESEARCH EXPERIENCE

Research Assistant in Engineering Education, West Lafayette IN

August – November 2016

Co-author “Engineering students’ misuse of business concepts: Understanding problematic precursors to entrepreneurship” presented at the American Society for Engineering Education Annual Conference in 2017.

- Measured 40 engineering students’ understanding of business concepts and value creation using QDA Miner.
- Analyzed interview transcripts to identify use of business misconceptions and analytical/effectual reasoning.

EDUCATION

Purdue University, West Lafayette IN

2012 - 2017

- Majored in Computer Science. Received Certificate in Entrepreneurship and Innovation.
- Select Courses: Applied Regression Analysis ◦ Data Mining and Machine Learning ◦ Big Data Analysis ◦ Web Information Search and Management ◦ Data Structures and Algorithms ◦ Marketing and Management for New Ventures ◦ Honors Creativity and Innovation in Engineering Design