Connor R. Couetil

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<u>Address</u>
Lower East Side
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CAREER PROFILE

Professional experience operating in Development and Analytics roles for a global financial company, a top franchise consultancy, and a high-tech startup.

- Seeking a full-time position in Development or Analytics. I'm passionate about using data and technology to make more informed business decisions that increase revenue and profitability.
- Studied Computer Science at Purdue University with a concentration in Machine Intelligence. Received a Certificate in Entrepreneurship and Innovation. Participated in Krannert School of Management's MBA Academy.
- Performed research exploring engineering students' misconceptions when solving business problems.
- Languages: (Native) English and French, dual citizen.

TECH SKILLS

Programming Languages:	Python – Javascript – HTML – CSS – C/C++ – Java – SQL – R
Libraries:	Flask – Pyramid – Django – React – NumPy – scikit – caret
Tools:	Linux (Ubuntu) – nginx – git – SASS – GeoJSON
Databases:	PostgreSQL – MySQL

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.
- Trained Logistic Regression, GBM, and Random Forest models in R and Python to predict metrics related to consumer behavior. Created 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 performance metrics for the UK market.

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 prospect recruiting system from Excel sheets to a web-based format, enhancing speed and customer experience using Wordpress databases, Javascript form validation, and HTML/CSS formatted notification emails.
- 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.

- Measured data quality for potential clients using proprietary Python package.
- 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**
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.
- Analyzed interview transcripts to identify use of Analytical vs. Effectual reasoning and business misconceptions.

EDUCATION

Purdue University, West Lafayette IN   **2012 - 2017**

- Major in Computer Science, Machine Intelligence Concentration & Certificate in Entrepreneurship and Innovation.
- Select Courses: Applied Regression Analysis (Graduate Level) ○ 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