

Connor R. Couetil

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Address
Lower East Side
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CAREER PROFILE

2+ years of professional experience operating in Analytics and Consulting roles for a global financial company, a top franchise consultancy, and a high-tech startup. 6+ years working in Customer Service and Education roles.

- Seeking a full-time technical position in Analytics or Development. 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: English (Native), French (Native), Spanish (Intermediate)
- Programming: Python, R, JavaScript, HTML/CSS, C/C++, PostgreSQL, Java,

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 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

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

MEMBERSHIPS & AFFILIATIONS

Purdue MBA Academy

2015 – 2016

Epsilon Nu Tau – Entrepreneurship Professional Fraternity

2015 – 2017

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