CHRISTOPHER (CHRIS) PRINZ

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EDUCATION

The University of Texas at Austin	Bachelor of Business Administration, Management Information Systems Overall GPA: 3.77	May 2018

EXPERIENCE

Accenture Interactive – Chaotic R&D – *Data Scientist;* Austin, TX   February 2017 – Current
- Designed and implemented a music genre recommendation algorithm using collaborative filtering (K-means clustering)
- Created a facial emotion prediction model achieving ~60% accuracy across 6 emotions using a deep learning architecture
- Enabled an artificial intelligence agent to play Cards Against Humanity using natural language processing techniques

Tether Social (tethersocial.com) – *Co-Founder;* Austin, TX   April 2016 – November 2016
- Prototyped innovative solutions to pain points in the student organization management process
- Identified market opportunities by scraping and analyzing data using Python and the Facebook API
- Conducted 30 user interviews and multiple surveys to draw insights that drove product design
- Managed product development using agile and scrum methodologies

AT&T – *Data Analyst Intern;* El Segundo, CA   June 2016 – August 2016
- Performed market segmentation for a new multi-lingual OTT video product
- Revealed multi-product cross-sell opportunities by manipulating a SAS database to gain insights from historical sales data
- Developed a broadband pricing policy to mitigate churn from commercial accounts by analyzing customer account data
- Forecasted MoM churn based on historical trends to predict decreases in revenue over summer months

AT&T – *Home Solutions IT Sales Support Intern;* Austin, TX   June 2015 – August 2015
- Provided reporting and insights on sales data to optimize sales channels
- Researched the effect of marketing spend on revenue by analyzing sales trends for the GigaPower fiber overbuild
- Determined KPI's for the national rollout of the *bigtincan* sales support application

LEADERSHIP EXPERIENCE AND ACTIVITIES

Longhorn Entrepreneurship Agency – *Freshman Founders Mentor*   April 2017 – Current
- Recruit freshmen to the Freshman Founders program using digital and physical channels
- Share entrepreneurship experience to advise Freshman Founders with their startups
- Engage with the Austin entrepreneurship ecosystem to integrate student entrepreneurs into the community

SXSWedu – *College and Career Coach*   March 2017
- Mentored middle school and high school students on their future college and professional careers
- Shared experiences in technology, music, and photography to encourage students to discover and pursue their passions

HONORS AND AWARDS

Moovel Blockchain Hackathon – *Best Transportation App* **–** ParqAustin.com	September 2016
AT&T Intern Innovation Challenge – *1st Place*	July 2016
DECA International B2B Marketing – *1st Place*	April 2016
McCombs Fall Case Competition – *2nd Place*	November 2015
Austin Code Day Hackathon – *Best Application*	April 2014
Eagle Scout	November 2013

ADDITIONAL COURSEWORK

Stanford OpenClassroom – Machine Learning	December 2016

ADDITIONAL INFORMATION

Computer Skills: Python (Pandas), C# (ASP.NET), SQL, SAS, Excel
Work Eligibility: Eligible to work in the U.S. with no restrictions