

Courtney L. Paulson

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Marshall School of Business, University of Southern California

Department of Data Sciences and Operations

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Education

Ph.D., Business Administration—Statistics August 2016

Marshall School of Business, University of Southern California, Los Angeles, CA

BS, Statistics (Minors: Mathematics, Economics) 2011

University of Central Florida, Orlando, FL

Teaching

Instructor, BUAD 310: Applied Business Statistics (Applications Instructor, 3 Sections) Spring 2015

Average Rating: 4.5/5.0 (official teaching evaluations available upon request)

Software Taught: Excel Statistics Package

USC Award for Excellence in Teaching

Course Assistant, GSBA 524: Managerial Statistics (2 Semesters) Summer, Fall 2014

Software Taught: R, Excel Statistics Package

Teaching Assistant, BUAD 310: Applied Business Statistics Spring 2014

Software Taught: R, Excel Statistics Package

2015-2016 Department Chair Nominee, University of Southern California Outstanding TA Award

Guest Lecturer, GSBA 506A: Applied Managerial Statistics Fall 2015

Software Taught: JMP

Guest Lecturer, DSO 528: Data Warehousing, Business Intelligence, and Data Mining Summer 2015

Software Taught: JMP

Guest Lecturer, BUAD 425: Data Analysis for Decision Making Summer 2015

Software Taught: JMP

Dissertation Award

Winner, 2015 INFORMS Society of Marketing Science (ISMS) Doctoral Dissertation Proposal Competition

Research Publications

Paulson, C., Luo, L., and G. James. "Optimal Large-Scale Internet Media Selection". 2015. Under revision for second round review at *Journal of Marketing Research*.

Madni, A., Paulson, C., Ordoukhanian, E., Zender, F., and K. Chang. "Proficiency Curves: Course Design, Assessment, and Findings". Technical Report. 2015 (Forthcoming, Boeing, Inc.)

Madni, A., Richey, M., Paulson, C., and M. Spraragen. "Model-Based Optimization of Learning Curves: Implications for Business and Government". 25th Annual INCOSE International Symposium (selected for presentation and publication in IS2015). 2015.

Paulson, C. "Using the Haar-Fisz Wavelet Transform to Uncover Regions of Constant Light Intensity in Saturn's Rings". Honors in the Major Thesis. Burnett Honors College (University of Central Florida), 2010.

Research in Preparation for Journal Submission

James, G., Paulson, C. and Rusmevichientong, P. (2015) "Penalized and Constrained Regression: Case Study with Applications" (revision of previous paper)

"Model-Based Optimization of Learning Curves" continuing joint project with Dr. Azad Madni, Systems Engineering and Architecture department of Viterbi School of Engineering (USC) and Boeing, Inc. (See "Publications" for previously published research on topic)

Invited Presentations

"Optimal Large-Scale Internet Media Selection," 2016 ISMS Marketing Science Conference June 2016
Invited by ISMS as part of fulfillment of ISMS Doctoral Dissertation Award

"Optimal Large-Scale Internet Media Selection," University of California, Irvine October 2015
Invited by ASA President-Elect Dr. Jessica Utts as part of Department of Statistics Seminar Series.

"Optimal Internet Media Selection," Joint Statistical Meetings August 2014
Invited by American Statistical Association's Marketing Section as part of national Student Travel Award selection

Additional Presentations and Discussions

Conference Presentations

- ART Forum, June 2016: “Optimal Large-Scale Internet Media Selection”
- ISMS Marketing Science Conference, June 2016: “Optimal Large-Scale Internet Media Selection”
- Joint Statistical Meetings, August 2015: "Optimal Large-Scale Internet Media Selection"
- 25th Annual INCOSE International Symposium, July 2015: “Model-Based Optimization of Learning Curves”
- INFORMS Marketing Science, June 2014: "Optimal Internet Media Selection"

DSO Department—Statistics Student Seminar Presentations

- Fall 2015: “Optimal Large-Scale Internet Media Selection with PAC”
- Fall 2014: “Optimal Large-Scale Internet Media Selection”
- Spring 2013, Spring 2014: "Optimal Internet Media Selection"
- Spring 2012, Fall 2012: "The Constrained Lasso" (joint project with Dr. Gareth James and Dr. Paat Rusmevichientong)

Conference Presentation: “Statistical Analysis of Light Intensity Observations to Determine Areas of Constant Properties in Saturn's Rings”

- 2010 Embry-Riddle Mathematics Conference

Presentation: “Using the Haar-Fisz Wavelet Transform to Isolate Properties of Saturn’s Rings”

- 2010 and 2011 Undergraduate Research Showcases (UCF)
- 2010 Honors in the Major Thesis Defense

Presentation: “Denoising Data Sets from Distant EKO Objects”

- 2009 Undergraduate Research Showcase (UCF)

Awards and Honors

- Order of Arete (USC graduate student top award)
- Invited Judge, 2016 USC Undergraduate Research Symposium
- 2015 ISMS Doctoral Dissertation Award Winner
- USC Award for Excellence in Teaching
- National Student Travel Award by ASA Statistics in Marketing Section (for 2014 JSM conference)
- First place Team Leader, IBM Watson EngagingU Business Analytics Competition (interschool)
- Pi Mu Epsilon Mathematical Society 2011 Honoree
- National Merit Finalist and Corporate Scholar
- Kari Backes Math and Science Scholar
- Community Foundation Scholar

Software Proficiencies

- R, including R Studio, R Shiny Apps, R Markdown, etc.
 - R Data Visualization, Web Scraping packages: ggplot2, ggvis, ggmmap, xml
 - R Data Cleaning packages: dplyr, reshape2, tidyr, lubridate
 - SAS
 - JMP
 - C, C++
 - Tableau
 - HTML
 - SPSS
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Professional Societies

- American Statistical Association
 - Pi Mu Epsilon (Mathematics Honors Society)
 - INCOSE (Systems Engineering)
 - Vice President, INCOSE USC student organization (2014-2015)
 - IEEE SMC (Institute of Electrical and Electronics Engineers; Systems, Man, and Cybernetics)
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Professional Experience

Lockheed Martin Missiles and Fire Control—Orlando, FL

Statistical Analysis Intern (supply chain management)

2009-2011

University of Central Florida—Orlando, FL

Academic Services Tutor (statistics, mathematics, English)

2008-2009