

# Michael Doerffler

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## PROFESSIONAL EXPERIENCE

### The Noll Team, *Business Analytics & AI Strategy Intern*

Fort Wayne, IN | May 2025 – Jan 2026

- Engineered a self-refreshing Power BI intelligence system — rebuilt broken Google Sheets infrastructure, built Power Query pipelines, and created team-wide and agent-level dashboards tracking \$63.7M in volume, 189 sales, and 8,523 connections
- Deployed an NLP pipeline using LLM prompt engineering to analyze 5+ years of client surveys (1,000+ responses), surfacing satisfaction drivers that informed leadership coaching and client experience strategy
- Built a data-backed value proposition for the Noll Interiors team showing staged homes sold 4x faster (9 vs. 38 days) at stronger price ratios; presented findings live to the full agent team
- Conducted luxury market analysis for the Noll Reserve brand, modeling competitive positioning for Fort Wayne's highest-priced residential listing (\$6.75M)
- Appeared as guest on Noll Team podcast discussing AI strategy; built full podcast production system (SOPs, content calendars, speaker outreach) — work featured by USF Bellini Center as student spotlight

### 3Rivers Federal Credit Union, *Business Intelligence Intern*

Fort Wayne, IN | May – Aug 2025

- Architected data foundation for a county-level Strategic Growth Intelligence Dashboard — integrated Alkami, Exasol, and network server datasets; built Power Query relationship models to evaluate Indiana market expansion opportunities
  - Developed a Mortgage Inquiry Intelligence Report joining SavvyMoney alerts with member and loan officer data across three enterprise systems, enabling targeted warm-lead identification for officers
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## VENTURES

### BM Solutions, *Founder & Operator*

Fort Wayne, IN | Summer 2024

- Launched home services business from concept to first client in under one week; scaled to 40+ clients and \$13K+ revenue in 10 weeks through targeted outreach, optimized pricing, and end-to-end operations management

### Finance & Investment Club, *Founder & President*

Fort Wayne, IN | 2022 – 2023

- Founded student investment organization (20–30 members); built industry partnerships, developed financial literacy curriculum — graduating members have achieved 100% internship placement rate
  - Origin of FinEdu, a financial literacy platform for underserved communities developed into a full business plan with SQL database, KPI dashboards, and operational frameworks across three years
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## TECHNICAL SKILLS

**Data & BI:** Power BI (DAX, Power Query), Tableau, SQL, Python (Pandas, NumPy, Scikit-Learn), Excel, R

**AI & Automation:** LLM prompt engineering, applied NLP, Zapier, Notion workflow design

**Other:** HTML/CSS, GitHub Pages, Canva, ArcGIS

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## LEADERSHIP & INVOLVEMENT

### Delta Tau Delta, *Vice President of Programming*

University of South Florida | Aug 2025 – Present

- Manage \$60K semester budget and 15-member executive team; drove chapter rebrand generating 500K+ views in 90 days — self-produced rush video hit 20K views, 200 shares, 100 comments after a \$1,000 professional production was unusable; exec board post reached 25K accounts with 500 shares and 400 likes
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## EDUCATION

### University of South Florida — Muma College of Business

GPA: 3.61 | Expected December 2026

*B.S. AI & Business Analytics, Minor in Entrepreneurship*

**Coursework:** Applied Data Science, Python for Business Analytics, Database Design & Administration, Data Mining & Predictive Analytics, Statistical Programming, Data Visualization