Chase Keskinyan

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Education

University of Michigan, College of Literature, Arts, and Sciences — Ann Arbor, MI

Bachelor of Arts in Economics, ***GPA: 4.00/4.00*** — *Aug 2023 – May 2026*

Analytical & Technical Experience

Revo Consulting — Tampa, FL

Product & Growth Analyst — *May 2022 – June 2024*

- Conducted customer interviews and redesigned the interview process and analysis workflow, turning insights into GTM hypotheses and funnel changes that lifted qualified call bookings by 25% while creating a repeatable research cadence for future launches
- Defined success metrics (North Star: qualified bookings, Activation, SQL rate) and instrumented dashboards, running weekly experiment cycles across messaging, routing, and scheduling to prioritize high-impact variants and retire underperformers
- Rebuilt CRM workflows and automated outbound systems end-to-end, managing AI-driven scraping, enrichment, and sequencing that supported $300K+ in monthly revenue with measurable improvements in speed-to-lead and follow-up SLAs
- Designed onboarding flows and SOPs for SDRs, cutting ramp time in half and doubling rep productivity by codifying qualification criteria, objection handling, and daily rituals into a unified enablement package with built-in performance benchmarks

Growth Point Partner — Melville, NY

Founder, Product & GTM Strategy Lead — *Jun 2024 – Present*

- Launched MVP offers and pricing tests for 100+ service businesses, prioritizing roadmap decisions via customer interviews, cohort analysis, and value-hypothesis scoring to focus build cycles on the highest pain and willingness-to-pay segments
- Owned product analytics across Activation, CAC/LTV, and retention, executing weekly experiments on landing pages, nurture, and sales enablement to improve activation and systematically reduce CAC while documenting learnings in a living playbook
- Designed webinar and email growth funnels driving 30+ bookings per day, shipping GTM systems that generated $20K+ MRR within 90 days per client by aligning content, offer, and post-event follow-up to a single North Star metric
- Led copy, targeting, and channel experiments across email, LinkedIn, and phone, improving reply rates and booking volume by refining ICPs, refreshing value propositions, and running weekly reviews with sales leadership to prioritize high-impact split-tests

Research Experience

Quantitative Researcher, Crypto Statistical Arbitrage — Ann Arbor, MI

University of Michigan — *2024 – Present*

- Designed and backtested short-horizon BTC/SOL/DOGE momentum–reversal strategy with risk-parity weighting, producing Sharpe 0.8–1.0 net of 20 bps costs; regression vs. BTC benchmark shows statistically neutral alpha (t-stat 0.84) with robustness across ETH/XRP/ADA/LTC
- Engineered vectorized Python research engine for 7 assets with aligned OHLCV, positions, cost-aware P&L, and automated equity, drawdown, and turnover reports; recomputed P&L across 10–40 bps cost grids to quantify turnover and Sharpe sensitivity (compression <0.15).
- Extended the backtester into a modular simulation stack supporting concurrency-safe batching across 500+ daily windows, execution-cost stress tests, and parameter sweeps, reducing runtime by roughly one-third while preserving reproducibility for strategy diagnostics

Research Assistant, Macrofinance & Machine Learning — New York, NY

NYU / Brandeis — Prof. Thomas Sargent (Nobel Prize) & Prof. George Hall — *2022 – 2023*

- Processed and normalized 100,000+ Revolutionary War debt certificates from 30+ archival files into a unified Python panel to support econometric tests on how delegates' balance-sheet exposure related to constitutional voting incentives and historical debt structures
- Implemented multi-stage fuzzy matching and entity-resolution using Levenshtein scoring and heuristic blocking to link fragmented financial records, improving match accuracy and enabling wealth-based voting hypotheses to be tested under alternative specifications
- Conducted validation tests on match quality using sampling-based manual audits and alternative blocking heuristics, reducing mismatches and improving panel consistency for downstream econometric analysis and reproducible replication workflows

Research Assistant — Stony Brook, NY

Stony Brook University — Prof. Sean Clouston & Prof. Scott Smolka — *2021 – 2022*

- Merged county-level COVID-19 statistics with socioeconomic covariates across 62 NY counties and ran temporal multilevel regressions on co-infection rates, highlighting structurally vulnerable communities and informing distribution of public-health interventions
- Analyzed 10,000+ patient-days of Azure RTOS artificial-pancreas telemetry by building preprocessing and anomaly-detection tooling to evaluate controller behavior across varied operating regimes for safety-critical reliability and edge-case detection
- Evaluated controller stability across low-, mid-, and high-variance operating regimes, identifying failure patterns and stress conditions analogous to regime shifts in real-time trading systems under varied workloads and operating scenarios

Skills & Honors

Honors: 1540 SAT (800 Math); AIME Qualifier (Score 7, 2022); AMC 12A Score 111; USACO Silver

Technical & Engineering: Python (pandas, NumPy, SciPy, statsmodels), Jupyter, SQL, Git, JavaScript/TypeScript, Node.js, React, REST APIs

Tools: Docker, GitHub Actions, Airtable, Notion, Zapier, Apollo, Clay, Smartlead, Instantly.ai, Sales Navigator, Cursor