

# Connor Peterson

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## Education

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### Brigham Young University

Provo, UT

*Pre-Business*

Expected Apr 2029

- Overall GPA: 3.66 / 4.00
- Active Member, Finance Society; Corporate Finance & Advisory Association; Private Equity & Venture Capital Association

## Experience

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### BYU Sunoco Case Competition (*annual case competition hosted at BYU*)

Provo, UT

*1st Place Finalist*

Mar 2026

- Won 1st place against ~30 competing teams by proposing Sunoco's ~\$925M acquisition of Offen Petroleum, identifying a 6-state PADD IV distribution gap in Sunoco's NuStar infrastructure
- Modeled \$180M combined EBITDA (\$110M standalone + \$70M in synergies) at an effective 5.1x post-synergy multiple, projecting >10% DCF accretion by Year 3 and ~19% IRR
- Structured a \$925M financing package (\$400M cash, \$375M term loan, \$150M revolver) maintaining net leverage at 4.1x, well within SUN's 5.0x covenant ceiling

### Sorensen Center for Moral & Ethical Leadership at BYU (*leadership research & education center*)

Provo, UT

*Videographer & Photographer*

Sep 2025 – Present

- Grew average video views and engagement 360% by producing mission-driven promotional content distributed across BYU's network
- Collaborated with campus organizations to develop short and long-form social media content, expanding digital reach by creating 20+ videos
- Directed and edited video projects end-to-end, managing production budgets, applying skills in camera work, storyboarding, directing, and post-production

### The Factory Sales (*door-to-door fiber internet sales company*)

Greenville, NC

*Sales Representative*

Jun 2025 – Sep 2025

- Generated \$80,000+ in revenue over 2 months through targeted door-to-door fiber internet sales
- Converted leads at an above-average company rate by delivering focused, benefit-driven product presentations
- Completed structured sales training program, deepening product knowledge and consultative selling technique, increasing average daily performance by 150%

### Embarc Solutions (*fiber internet sales company*)

Pleasant Grove, UT

*Sales Associate*

Aug 2024 – Feb 2025

- Exceeded weekly sales quotas by 110%, averaging 10+ sales per week through high-volume phone outreach of 200+ leads daily
- Ranked in top 5 of 20 sales representatives, achieving an 85%+ installation rate across partner lead lists

## Leadership & Service

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### The Church of Jesus Christ of Latter-day Saints (*volunteer organization*)

Quetzaltenango, Guatemala

*Full-time Volunteer Representative*

Aug 2022 – Jul 2024

- Increased monthly Facebook journey conversion from ~5 to 100+ within 60 days by restructuring ad targeting, budget allocation, and content quality as technology and social media manager over ~140 other volunteers
- Boosted regional performance metrics 2.5x over 3 months by leading and developing a team of 20 volunteers toward shared organizational goals
- Engaged daily with Spanish-speaking community members across diverse socioeconomic backgrounds over 2 years

## Skills, Interests & Awards

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- Spanish – Full professional fluency (spoken, written, and read)
- Proficient in video production, storyboarding, editing, and social media content strategy
- Developed independent equity research on IMAX Corporation (NYSE: IMAX), building a full long thesis with a \$57 price target and ~16% 3-year IRR