

Colemon Bonawitz

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EDUCATION

Duke University

August 2024 - May 2028

Bachelor of Science in Computer Science | Minors in Statistical Science and Philosophy

Durham, NC

GPA: 3.95/4.00 - Dean's List with Distinction | ACT: 35/36

Relevant Coursework: Data Science, Machine Learning, Data Structures and Algorithms, Probability, Linear Algebra

PROFESSIONAL EXPERIENCE

Swoop Tutors

August 2025 - December 2025

Go-to-Market Engineering Intern

Durham, NC

- Built the first outbound GTM engine for a 4-person tutoring startup, wiring Clay enrichment, HubSpot, and Zapier automations into a lead-to-meeting pipeline with a shared dashboard that replaced manual tracking.
- Cleaned and deduplicated 10,000+ Clay-sourced company records with SQL and Python (pandas), engineering ICP targeting attributes that qualified 3,000 accounts into the team's first outbound pipeline.
- Ran sequential A/B tests on subject lines and send timing (100 sends per variant per week) to 5,000+ prospects, reaching 15% cold and 40% warm reply rates, 50 booked calls, and 3 qualified demos.
- Built a Python and React reply-rate dashboard that surfaced smaller consumer-industry accounts as the best-converting segment, then designed the SQL schema and migration to a custom CRM still in use today.

RizeMaps

June 2023 - Present

Founder

Chattanooga, TN

- Scaled a profitable DTC brand to \$135K lifetime revenue across 3,500+ orders and 1,000+ reviews on Shopify, Etsy, and eBay, owning customer acquisition, pricing, and fulfillment end to end.
- Ran paid acquisition on Meta (Facebook) and TikTok ads, modeling landed COGS across 9 SKUs into a break-even ROAS per product line that turned daily ad data into a scale-or-kill rule for spend.
- Grew owned channels to 3M+ impressions and 13K+ followers with organic content to cut paid dependence; analyzed checkout drop-off to add cart upsells, lifting average order value from \$55 to \$90.

Momnt

October 2025 - Present

Co-Founder & Head of Product

Durham, NC

- Ran 300+ face-to-face customer discovery interviews to define the ideal customer profile, isolating weak physical enforcement and poor retention as the gaps competitors missed.
- Turned discovery into a 200-user campus pilot and 300+ units sold (\$9K+ revenue); pitched 5 VCs on the interview-backed opportunity and won \$7K across two startup competitions.
- Logged per-session usage in Firestore and wrote Python scripts to auto-survey users inactive 7+ days; features tested on a 50-user subset drove 85% two-month and 70% six-month retention.

DukeEngage Uganda

June 2025 - August 2025

Project Manager

Kampala, Uganda

- Scoped an undefined problem across 4 hospitals with no predefined brief, interviewing 20+ clinicians to document 40 pain points and scoring each on impact, budget, and 8-week feasibility.
- Built a 5,000-reading labeled dataset from a controlled experiment, benchmarked sensors in Python (pandas), and deployed a \$25 device detecting neonatal oxygen leaks at 98% accuracy, saving nurses 2+ hours daily.

PROJECTS & HONORS

- Founder Outreach Engine (In Progress).** Building a Claude Code, Clay, and Python system that scores startups against an ICP, enriches founder contacts, and sends A/B-tested sequences tracked to booked meetings.
- HackDuke Finance Track, 1st place of 100+ teams.** Designed the Postgres schema and LLM API data pipeline for an equity crowdfunding marketplace, shipped in under 24 hours with Claude Code and Cursor.

EXTRACURRICULAR INVOLVEMENT

Delta Sigma Pi - Co-Ed Professional Business Fraternity

January 2025 - Present

Entrepreneurship Sector Executive

Durham, NC

- Ran recurring entrepreneurship sessions and hands-on workshops with startup alumni on venture-building, product strategy, and GTM for 25 incoming members per semester; raised \$3,000 for StepUp Durham.

SKILLS & INTERESTS

- GTM Systems:** Clay, HubSpot, Zapier, CRM Design, Outbound Sequencing, A/B Testing, Meta & TikTok Ads.
- Technical & AI Tooling:** Python (pandas), SQL, Postgres, Firestore, React, JavaScript, LLM APIs, Claude Code.