

DAVID SHEFFET

DSHEFFET.com | Roseland, NJ 07068 | (973) 461-3645 | dsheffet@gmail.com

EDUCATION

Master of Business Administration | **Capital University**; Bexley, OH (2025)
Bachelor of Science in Managerial Economics – Marketing | **Bentley University**; Waltham, MA (2023)
Montclair Kimberly Academy; Montclair, NJ (2019)

EXPERIENCE

CareAR – A Xerox Company, Austin, Texas Summer 2021
Analytics and Marketing Content Intern

- Created comprehensive web analytics to increase client and prospective client awareness
- Managed client and prospective client press release and advertising messaging, workflow and analytics
- Led the coordination of content and sequencing of communications to assist in the spin-out of CareAR
- Assisted in the creation of web and marketing analytics

Thinkorswim, Chicago, Illinois Summer 2020
Trader Content & TDA Network Intern

- Modified and managed Thinkorswim and TDA Network content for digital and social media use
- Trained and assisted A.I. engine to create live captions for network shows and content
- Prepared copywrite descriptions for new videos and content uploaded cross-channel
- Created engaging disclosures and graphic content for multi-channel network use

TD Ameritrade, Inc., Jersey City, New Jersey Summer 2018, Summer 2019
Crypto and Marketing Intern

- First member of the TDA Crypto team, reporting to the Head of Global Partnerships
- Created presentations with recommendations on TD Ameritrade's involvement with start-ups and attended meetings with financial exchanges and venture capital firms
- Prepared memorandums, performed research and attended meetings with high-tech Fortune 50 companies
- Selected to attend and provide high-level summary of major conventions including Crypto Evolve and Consensus
- Regularly attended marketing meetings and provided suggestions for advertising campaigns

ORGANIZATIONS/ACTIVITIES

Bentley Football Team August 2019 – June 2023
Varsity Athlete

- Committed over 24 hours a week to practice and workouts with 90+ teammates and coaching staff
- Member of team which won the New England Ten (NE 10) Conference Championship for the first time in over a decade
- Appointed as Bentley University's rep to the NCAA's Inclusion Athletes Using Their Power and Athletes for Hope

Project Connect September 2020 – June 2023
Mental Wellness Facilitator

- Designed and executed meaningful initiatives to promote student mental health and connectivity
- Developed networking opportunities to create a supportive and inclusive environment

Bentley Student Advisory Board November 2021 – June 2023
Board Member

- Provided input on admission requirements and admission evaluation process
- Reviewed marketing materials and admission related events, diversity programming, and information sessions

X for Autism February 2018 – Present
Founder and CEO

- Founded, organized and operated charity to raise funds for autism research
- Raised tens of thousands of dollars through sports teams' fan donations

MKA TV September 2015 – June 2019
President

- Led a team of students in filming, announcing, and editing live broadcasts of school events for the MKA community

RELEVANT COURSEWORK/INDEPENDENT PROJECTS

For additional information on relevant coursework and projects that I have completed please visit the up-to-date list at dsheffet.com/toc

COMPUTER SKILLS

- Analytics (Tableau, SAS, SPSS, R, Google Analytics, Stata), Video Editing, UX/UI Web Design, Blockchain, A.I., LLMs, Office (Excel, PowerPoint, etc), Adobe (Photoshop, Premiere, ect), Workflow Management (Asana)