

# DAVID SHEFFET

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

## EDUCATION

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

## EXPERIENCE

### Caydan Capital Partners

September 2023 – September 2024

#### Private Equity Analyst

- Rotational analyst moved on demand to quickly conduct financial valuations, pricing research and cutting edge comparative and market trends analysis
- Conducted comprehensive market research and facilitated price discovery to guide strategic decision-making
- Enhanced operational efficiency and streamline workflows
- Create impactful marketing materials and implemented graphic design strategies to elevate brand presence
- Collaborated with a high-performing team to develop cutting-edge AR and AI-powered enterprise support solutions, reporting directly to the Operating Partner

### 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

- Committed over 24 hours a week to practice and workouts with 90+ teammates and coaching staff
- Won the New England Ten (NE 10) Conference Championship for the first time in over a decade
- Appointed to NCAA's: Athletes Using Their Power, Athletes for Hope, Sports for Social Change, Hillel@home

### Project Connect

September 2020 – June 2023

- Facilitated and spearheaded initiatives for student mental health and crafted networking opportunities for inclusivity

### Bentley Student Advisory Board

November 2021 – June 2023

- Influenced admission requirements, processes, marketing materials, events, diversity programs, and info sessions

### X for Autism

February 2018 – June 2023

- Founded and operated a charity, raising tens of thousands for autism research through sports teams' fan donations

## RELEVANT COURSEWORK/INDEPENDENT PROJECTS

For up-to-date details on my relevant published work and completed projects, visit [dsheffet.com/toc](https://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)
- Certifications: Bloomberg (BFF, BMC, ESG), HubSpot (SEO, SE, IS, FS)