

# Rajiste K. Bennin

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## SUMMARY

I am a web developer with an in depth background within both finance and sales that strives to find innovative solutions to interesting solutions via technology. Along with my prior experience I have acquired good communication and teamwork skills in addition to an eye for detail and great ability for in depth analysis. I am seeking a position where I can utilize my previous experience along with my capabilities as a web developer to add value to a company and/or its products.

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## EDUCATION

**SUNY Binghamton University, Binghamton, NY** May 2010  
*B.A. in Political Science*

**General Assembly - Web Development Immersive** Sept 2017  
*Full Stack Web Developer*

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## WORK EXPERIENCE

**Hallmark Capital Asset Management (now defunct)** November 2016 - April 2017  
*Currency Market Analyst*

- Led daily team meetings to give overview of recent and overall market-moving news and global situations
- Researched and evaluated each major currency pair and provided actionable trade and investment ideas to the CIO
- Created private website portal that provided specific research by country helping sales teams produce higher deal close rate with their respective clients
- Established and produced market guidebook to utilize for training new recruits

**Main Street Hub, New York, NY** Sept 2015 - October 2016  
*Marketing Consultant*

- Prospected small businesses nationally, offering a 100% do-it-for-you social media management solution utilizing platforms with high traffic: Facebook, Twitter, Yelp, Google+, TripAdvisor and Foursquare
- Short sales cycle - Arranged and presented product and technology demonstration via Join.me webinar and used urgency to help negotiate and close over 60% of my deals on the spot or within the following 2-3 days
- Provided best marketing practices for social media specific to his/her business according to immediate business needs
- Input all relevant client information and scheduling into Salesforce CRM

**Kershner Trading Group, New York, NY** July 2014 - August 2015  
*Equity Trader (Independent)*

- Developed and maintained personal records for daily, weekly and monthly review in order to create and work towards achieving performance goals
- Used webinars via GoToMeeting and PowerPoint to illustrate the use of both fundamental and technical strategies to teach emerging traders worldwide
- Self-taught Python®, JavaScript and Ruby programming languages to create personalized market filters, signal generators and algorithmic automated trading strategies
- Collaborated with senior traders to learn how to better evaluate risk per trade and overall market risk

**Park Avenue Asset Management, New York, NY** March 2012 - April 2014  
*Commodity Broker*

- Averaged 200+ daily prospecting calls to potential clients to establish both individual and managed commodities accounts
- Monitored and updated leads, referrals and follow ups via Salesforce CRM, Google calendar, telephone and email correspondence

- Organized large amounts of CTA fund performance statistical data into Excel spreadsheets and PowerPoint presentations as an addendum to prospectuses sent by request, helping to move potential clients through sales funnel/process
- Provided high level customer service by solving operational issues, processing trade requests, handling personal and confidential financial information, divulging additional detailed product information, trade ideas and commodity market assessments

**Trading Advantage, New York, NY**

*Sales Specialist – hired to open NY office, 2<sup>nd</sup> after headquarters in Chicago, IL*

August 2011 - March 2012

*(company closed NY office)*

- Made daily calls to warm leads and closed sales of company's trading education product
- Promoted to sales specialist within first month of employment
- Closed \$50,000 in product sales within three months achieving over 150% of quota
- Utilized webinar presentations demonstrating to potential clients how to create profits via TradingAdvantage's all-encompassing trader education products