

ALEX HERNANDEZ

Bosque Farms, NM | ahernandez21812@yahoo.com | [LinkedIn](#) | [Interactive Resume & Portfolio](#)

OBJECTIVE

To advance my career with a leading organization that will utilize my extensive software development knowledge while also allowing me to develop further as a professional.

CORE COMPETENCIES

- Software Development
- Web Development
- Automation
- VR/AR Development
- Python
- Selenium
- Team Leadership
- Issue Resolution
- Research

PROFESSIONAL EXPERIENCE

FACET WEALTH, ALBUQUERQUE, NM, 2019 TO PRESENT

INVESTMENT OPERATIONS SPECIALIST

Previous Position: Client Success Manager, Senior Client Success Manager

- Earned a promotion to Senior Client Success Manager within two months.
- Cultivate and maintain trust-based relationships with clients to gain a deep understanding of needs and demonstrate the value of custom financial planning.
- Align objectives and bridge communications with lead planners to support clients in achieving a better quality of life based on needs and goals.
- Gather, organize, and synthesize client data in collaboration with the lead planner to support financial planning efforts and activities.
- Serve as the first point of contact for potential clients, educating clients on all aspects of the planning process and managing expectations for both lead planners and clients.

VOID TUNING LLC, ALBUQUERQUE, NM, 2017 TO PRESENT

LEAD ECU PROGRAMMER

- Calibrate various performance vehicle ECUs using a variety of software such as COBB, PCLink, ECUEdit, EvoScan, and more.
- Utilize dynamometers, sort through thousands of PIDs and ECU data to correctly calibrate system to match performance expectations with a high regard for safety, repeatability and reliability. Develop proprietary software to aid in data management
- Foster positive relationships with 20+ clients regarding performance builds, maintenance, engine management tuning, and more.
- Act as a Subject Matter Expert regarding modifications, OEM parts suppliers, vendors, and more.
- Assist clients in resolving issues based on financial means, visual appearance, and more, to achieve optimal performance as well as provide real-time support during competitions.

MERRILL LYNCH, ALBUQUERQUE, NM & NEWARK, CA, 2017 TO 2019

ASSISTANT VICE PRESIDENT FINANCIAL ADVISOR

Previous Position: Wealth Management Banking Specialist

- Facilitated banking growth within the New Mexico market spanning six branches and consisting of 78 advisors, 35 client associates, and \$8.3B in assets and liabilities.
- Achieved the highest rate of account adoption (3.57 accounts per FA) and second-highest rate of FA participation in BANA account opening (77% from 52% PYTD), successfully ranking as a Top 10 WMBS.
- Charted the successful development and execution of dynamic and innovative marketing strategies, successfully boosting brand engagement by 304% over the previous year.
- Provided dynamic and comprehensive leadership to 8+ financial professionals, promoting the development of a positive work environment by delivering trainings, coaching, and feedback.
- Developed and communicated detailed financial solutions for clients with \$250K+ in assets spanning Affluent, Ultra-High Net Worth, Institutional, and International Private Wealth segments.
- Ensured compliance with internal and external regulations, protocols, standards, and best practices.

BBVA COMPASS, ALBUQUERQUE, NM, 2017

SENIOR FINANCIAL SALES ADVISOR II

- Implemented and supported improvements for marketing retail banking products and services.
- Oversaw customer contacts and leads using the CRM system and related tools, resulting in improved customer loyalty and the creation of cross-selling opportunities.
- Promoted organizational coordination, including supporting lobby management and approving high-dollar transactions and domestic/foreign bank wires.
- Recognized for consistently demonstrating strong attention to detail.

FIDELITY INVESTMENTS, ALBUQUERQUE, NM, 2016 TO 2017
HEALTH SAVINGS ACCOUNT SPECIALIST III

- Previous Position: Financial Representative I*
- Established and maintained clear lines of communication with customers to efficiently resolve questions, process requests, and address nuanced needs.
 - Regarded as a knowledge expert for HSA financial products and services and retirement plans.
 - Created and maintained a healthy investment portfolio by coordinating investment products in HSA and other investment accounts, leading to achieving metrics.
 - Identified key opportunities to educate customers on taking ownership of needs and maximizing retirement benefits.
 - Streamlined HSA transactions, account maintenance, and education by recommending optimized processes.

PREVIOUS EXPERIENCE
SAFELITE AUTOGLASS, ALBUQUERQUE, 2015 TO 2016 | **SERVICE ASSOCIATE**
BUREAU OF GEOLOGY AND MINERAL RESOURCES, ALBUQUERQUE, 2015 | **ASSISTANT**
DTON'S PIZZA, ALBUQUERQUE, 2012 TO 2014 | **SERVICE ASSOCIATE**
GROUNDED COFFEE SHOP, ALBUQUERQUE, 2010 TO 2012 | **CUSTOMER SERVICE REPRESENTATIVE**

PROJECT EXPERIENCE

- Account Management Automation (Facet Wealth),** [Source Code](#)
- Automated the account opening process at Fidelity for clients of Financial Planning firm Facet Wealth using Python and Selenium.
 - Enabled the script to take control of three windows from two different websites (facetweath.com and wealthscape.com), significantly reducing the account opening time from 20+ minutes to 3 minutes, also greatly reducing inaccurate data entry.
- Account Inquiry Automation (Facet Wealth),** [Source Code](#)
- Automated the daily process of checking 150+ managed accounts for settled cash, securities, or incoming transfers at Fidelity.
 - Significantly reduced the time needed to complete account balance checks from 2+ hours to 11 minutes.

EDUCATION AND CREDENTIALS

BACHELOR OF SCIENCE (B.S.) IN SOFTWARE DEVELOPMENT, IN PROGRESS; *Western Governors University, Salt Lake City, Utah, USA (attended remotely in Albuquerque, NM)*
CHARTERED RETIREMENT PLANNING COUNSELOR (CRPC); *College of Financial Planning, Centennial, CO (attended remotely in Albuquerque, NM)*
ASSOCIATE OF APPLIED SCIENCE (A.A.S.) IN INTEGRATED STUDIES; *Central New Mexico Community College, Albuquerque, NM, USA*
ASSOCIATE OF APPLIED SCIENCE (A.A.S.) IN BUSINESS ADMINISTRATION; *Central New Mexico Community College, Albuquerque, NM, USA*
ADDITIONAL CREDENTIALS: *FINRA Series 7, Series 63 & 66; New Mexico Life, Accident, and Health (Previously Held); NMLS #1611013*

AWARDS AND HONORS

- AOCO Slowpoke Class First Place Winner, 2017 (Void Tuning)
- New Mexico Record Holder, Fastest Stock Motor EVO X by ¼ Mile Time (Void Tuning)

PROFESSIONAL AFFILIATIONS

- Finance Club, Finance Plus: Private Equity
- HOLA Board Member

VOLUNTEERISM

- Orthodox Africa Video Producer

ADDITIONAL INFORMATION

Technical Proficiencies: Microsoft Office Suite (Word, Excel, PowerPoint, Access), Salesforce, HTML, CSS, Unity3D, Blender
Languages: Python, C#, Selenium