

Danielle Capece

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35 Watergate Drive - Sarasota, Florida 34236

phone 203.623.3759

Recent college graduate with solid interpersonal skills, marketing acumen, and experience working in financial services industry, seeking to pursue client relationship/marketing role for an investment management company that values customers, rewards innovative thinking, and provides a platform for career development and continual professional growth

CORE COMPETENCIES & UNIQUE VALUE DRIVERS

Client Relationship Building	Performance Attribution Analysis	Investment Strategies & Vehicles
New Business Marketing	Portfolio Analytics and Risk Metrics	Interpersonal/Fun Approach
Client Reviews & Market Updates	Technology/Database Tools	Solution-Oriented & Client Centric

PROFESSIONAL

ASL Marketing Group

Elmsford, NY

Marketing Account Executive

2008-2011

Served as administrator of Home Improvement and Sports Campaigns. Performed a cradle to grave marketing strategy review, which included comprehensive understanding unique corporate culture, values, and mission and goals, as well as their current competitive position (challenges) and the business climate in local markets.

- Managed execution of marketing campaigns for The Home Depot, Alure, Bil Ray, and New Jersey Nets
- Nationally Commemorated with The Highest Sales Conversion Ratio Award

Morgan Stanley Smith Barney

New York, NY

Financial Control Group Intern/ Employee

2005- 2007

Originally hired as a summer temp, was promoted offered a full time role within the organization. Reported to the Executive Director; occupied a broad position incorporating client service, marketing, technology implementation, investment analytics and performance measurement, among various other trading and operational roles. ***Selected Contributions, Achievements, and Core Competencies:***

- **Client Relationship Management** – Extensive interaction with high net worth and institutional clients. Leveraged my deep interpersonal skills and knowledge of the markets to cultivate empathetic relationships with both internal and external client constituencies, and galvanize loyalty among our highest margin and most profitable customer relationships.
 - Developed new business and client review marketing presentations
 - Succeeded in delivering an exceptional, high-level client service experience that improved client retention, and was a key player in the significant growth in the firm's Assets Under Management during my tenure. (20% AUM growth, 0% client turnover)
- **Investment Team/Trading** - Conducted data quality exercises to facilitate in system upgrades, and sensitivity analysis on a range of derivative and cash products. Highlighted trends and key issues to management
 - Developed and maintained a domestic equity access database for trade activity, portfolio returns, attribution, and market risk analytics.
 - Acquired extensive experience in database management (Sybase) and other quantitative software technologies and statistical applications
 - Assisted manager in evaluation of trading desk profitability, and the development and implementation of the global futures pricing system conducted monthly
- **Operations and Back Office Functions:** Solid understanding of Performed daily P&L, ensured daily trade capture data was sufficiently recorded within the trading system, prepared month-end financial and forecast statements, account reconciliations. Provided analysis pertaining to allowance of the firm to renegotiate contracts with brokers, clearing organizations, agents banks, and exchange

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EDUCATION

FAIRFIELD UNIVERSITY, Fairfield, Connecticut

Bachelor of Science, Finance Major, 2008

Course Highlights: Global Capital Markets, Financial Modeling, Principles of Marketing, Information Systems& Operations Management, Intermediate Accounting

Case Studies in Finance: Elected to lead a team in comprehensive research, and analysis of a company to present data on current management. Devised concepts and implemented modifications to fiscal and accounting systems; achieving increased production efficiency, and enrichment of management

ADDITIONAL INFORMATION

- Office Guru: Microsoft Windows, Advanced Excel, Word, PowerPoint, and
- Technical proficiency in Reuters, Bloomberg, VBA,
- Strong communication and interpersonal skills, management and motivation of teams, ability interactions
- Outstanding quantitative and qualitative analytical skills and financial modeling expertise