James Cheng

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EXPERIENCE

**Rhema Capital**, Founder

*Englewood, NJ (02/2018 – Current)*

* Rhema Capital is a brand consulting and strategy service provider which utilizes artificial intelligence and machine learning solutions to help businesses to sell, navigate and succeed on the Amazon marketplace
* Designed and implemented various business solutions such as algorithmic repricing for SKUs, data analytics using regression analysis, natural language processing for targeted advertising, and process automations
* Advised and consulted "Blush & Bar", an e-commerce Jewelry business on brand growth and development, distribution strategies, and pricing decisions; generated $1.3m revenue and was eventually sold for $500,000

**AMZTECH**, Founder

*Englewood, NJ (02/2017 – Current)*

* AMZTECH is an e-commerce business specializing in the consumer electronics and smart technology space which generated over $1 million in revenue the first year
* Conducted cost-benefit analysis, SWOT analysis and various quantitative analysis methods by analyzing financial statements and metrics such as product sales, COGS, Amazon referral fees, advertising expenses, shipping costs, returns and refund fees, and tax rates in order to determine key business decisions
* Prepared sales and budgeting reports used to forecast sales, determine accurate pricing strategies and maximize profit
* Cultivated and maintained strong industry relationships and distributor partnerships in order to capitalize on business opportunities
* Monitored business trends and conducted product due diligence needed to source new products

**Zoe Solutions,** E-Commerce Project Manager

*Hackensack, NJ (01/2014 – 02/2017)*

* Led a team of 7 members by delegating tasks and managing all aspects of business operations including creating sales reports for specific products sourcing products, maintaining listings, and determining pricing strategies
* Assisted in developing internal software applications used to track inventory, analyze trends and make forward-thinking business decisions
* Worked with vendors and supply distributors to source new deals and negotiate volume discounts

**Voya Financial Inc.,** Financial Advisor

*Jersey City, NJ (01/2013 -– 01/2014)*

* Developed financial plans for clients, assisted with financial decisions, and provided recommendations on investment opportunities, products and services based on client needs and asset availability.
* Consulted clients on value of various financial products, including stocks, bonds, mutual funds, and insurance policies

**Bank of America Merrill Lynch,** Global Commercial and Investment Banking

*Princeton, NJ (01/2012 - 01/2013)*

* Built valuation models utilizing discounted cash flow valuation, sum-of-parts analysis, and valuation multiples
* Provided deal execution support by updating pipeline, facilitating buyer due diligence requests, and updating management presentations

EDUCATION

**The College of New Jersey,** Bachelor of Science **in Finance**

*Ewing, NJ* (*01/2013)*

CERTIFICATES

* AWS Certified Solutions Architect – Professional (Feb 2019)
* Series 7, 66

ACTIVITIES & INTERESTS

* NCAA College Football
* Artificial Intelligence & Machine Learning