

# Sheridan Benjamin Schechner

535 West 51st, Apt LH, New York, New York, 10019

973-787-7944 | Benjamin.Schechner@gmail.com

## Professional Experience:

### MasterCard

August 2015 – Present

- *Sales Development Manager (Media Vertical)*
  - Prospect and qualify leads for the Media Targeting and Measurement solutions in the online advertising space
  - Pitch pilot periods and long term Media Solutions in the television vertical, including operators and networks
  - Proposed, negotiated and documented several 6 figure contracts, mainly with television clients
  - Partner with clients on activation efforts, including training sessions and creation of joint sales materials
- *Product Specialist (Merchant and Media Verticals)*
  - Supervised two products focusing on location insights for merchants with a revenue goal of \$1.5MM
  - Developed, documented and implemented four new scalable features for location insights data product
  - Managed seven key clients for Media Measurement product: onboarding and presenting findings
  - Coordinated product delivery between Sales, Production and Client teams to ensure revenue recognition
  - Built several Excel revenue forecasting models to test new product ideas and predict addressable market
- *Recognition: H.E.A.R.T Award – Platinum and Bronze*

### Oscar Insurance

January 2015 – May 2015

- *Claims Operation Intern*
  - Investigated out-of-network healthcare claims to understand patterns within data for future automation
  - Analyzed the submitted provider claims to create data cleansing and validation tests in Excel
  - Constructed logic tests with team for out-of-network claims to increase auto-adjudication rate

### JWT Advertising

September 2014 – December 2014

- *Budget Coordinator*
  - Recorded and maintained all expenses across projects and ongoing campaigns for Rolex Global and Puma
  - Identified overdue invoices and coordinated payment with client finance teams as needed
  - Analyzed reports to track project status, out of pocket costs, and accounts receivable across client campaigns

### MasterCard

June 2014 – August 2014

- *Information Services Intern*
  - Mined product data to discover usage trends and improve product adoption across customers
  - Analyzed revenue trends to support recent changes in pricing strategy
  - Collaborated with delivery team to create corporate model for revenue forecasting

## Activities:

### FeelGood

January 2016 - Present

- *Chapter Advisor*
  - FeelGood is a nationwide college movement of student run grilled cheese businesses that raise money and awareness for the sustainable end of world hunger

### Documentary Club of Global Citizens

February 2016 - Present

- *Founder*
  - Eighteen person film club that meets monthly to watch and discuss documentaries about contemporary issues

## Education:

### Columbia University, Columbia College

2011-2015

- B.A in Neuroscience and Behavior with a Minor in Business Management
- GPA: 3.68/4.0
- Awards: Dean's List, Order of Omega Honor Society
- Activities: FeelGood, Columbia Hillel, Beta Theta Pi

## Skills:

- SalesForce, Microsoft Office – Excel, PowerPoint, Word
- Languages: English, Spanish

## Patents:

- Methods and Systems for Location-Based Targeting Offers via Vehicle Communication System (Pending)

## Interests:

- Vegetarian Cooking, Documentaries, Squash