

DAVID L. BENDES

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OBJECTIVE: MARKETING AND DATA ANALYSIS, BUSINESS OPERATIONS

- Four years of experience using cross functional skills to define, manage, and drive strategic projects and start-up growth forward.
- Proven ability to use data to meet and exceed user acquisition, product, operational, and strategic goals.

PROFESSIONAL EXPERIENCE

DIGITAL DARUMA, LLC

NEW YORK, NY

Angel Investment Analyst – Music Technology

July 2014 - Present

- Meet with entrepreneurs and perform due diligence, modeling, and financial and market analysis on potential investments.
- Assist with deal execution and special event production, including conference initiatives. Review and analyze term sheets.
- Work with and advise existing portfolio companies on ad-hoc projects.

SECTION 101, LLC

NEW YORK, NY

Director, Strategic Project Management and Business Operations

September 2012 – July 2014

- Managed marketing, product, strategic, and cross-department initiatives. Analyzed data to develop recommendations, led execution.
- Defined user acquisition model and created new acquisition channels. Created referral system frontend and backend.
- Worked with technical and design teams to plan future product releases and features. Managed QA process across the organization.
- Identified qualitative and quantitative areas for improvement with CEO and CTO and managed inter-department sales, marketing, technical, creative, and customer support teams to implement strategic solutions. Increased engagement with sign-up form 250+%.
- Defined and managed customer support infrastructure, iterated on internal customer database structure and UI for employees. Successfully implemented knowledge base, email ticketing system, and live chat.
- Created company-wide business and client focused management reporting system, including P&L reports.
- Successfully implemented and managed operational infrastructure including CRM, project tracking, customer support, and revenue/billing and credit card processing. Administrator of internal technology infrastructure, including Google Apps.

KAUFFMAN ENTREPRENEURIAL YEAR FELLOWSHIP

ROCHESTER, NY

Fellow, Entrepreneurship Award Recipient

Fall 2011- Spring 2012

- Fifth Year, Full-Tuition Fellowship Awarded by The Kauffman Foundation and the University of Rochester.
- Founded, designed, coded, and managed web-based social network URMusicNetwork.org.
- Designed a practical and academic music business curriculum for the University to adopt. Interviewed and worked with faculty to design academic coursework and founded non-profit concert production group to provide practical education opportunities.

ATLANTIC RECORDS

NEW YORK, NY

Marketing Department Intern

Summer 2011

- Analyzed sales and radio data and created new statistical metrics to ascertain effectiveness of marketing strategies.
- Compiled comprehensive artist reviews and sales and radio updates for all artists under four product managers.

UNIVERSITY OF ROCHESTER – ENTREPRENEURIAL EXPERIENCE

ROCHESTER, NY

URMusicNetwork.org - Founder, Developer

Summer 2011 – Spring 2012

- Created, designed, programmed, launched, and marketed web social network targeted to university music community enabling real-world connections based on common interests. A/B tested features in closed beta, analyzed data to manage development.

Roc Thursdays - Founder, Stage Manager, and Promotions Chair

Fall 2010 – Spring 2012

- Non-profit venture that provides hands-on music business education and enlivens music scene at University of Rochester.

No Jackets Required Performance Group – President, Executive Board Member

Fall 2007 – Spring 2012

- Responsible for growth of club from 10 to 350+ musicians, developed and managed budgets, managed communications.

EDUCATION

UNIVERSITY OF ROCHESTER

ROCHESTER, NY

Kauffman Entrepreneurial Year Fellowship

Fall 2011- Spring 2012

BA, Economics and Business Strategies, Minor in Music, Concentration in Computer Science

May 2012

Rush Rhees Scholar

Teaching Assistant (Music Business, Computer Programming (Java))

THE BROWNING SCHOOL

NEW YORK, NY

Edward G. Cornet Memorial Award

Graduated 2007

TECHNICAL, PROGRAMMING, AND SOFTWARE SKILLS

Proficient: Excel (VBA), Salesforce, Zendesk, Wordpress. Familiar: HTML/CSS/JS, Java. Beginner: Ruby on Rails, jQuery.