



# ELLEN SHENG

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## PROFESSIONAL EXPERIENCE

### **Freelance writer**, New York and Hong Kong, *Sept. 2010–present*

- Write, research, copyedit for news outlets and companies; focus on business, investing, finance, wealth management.
- Journalism work has appeared in publications such as *The Wall Street Journal*, *Fast Company*, *Barron's*, *Financial News*, *The South China Morning Post*, *Women's Wear Daily*, *AsiaHedge*, *Lloyd's List*.
- Write research reports and white papers. Worked with Cerulli Associates to research and write industry reports on asset management.
- Write and copyedit investment outlooks, investor communications, press releases for asset management firms. Ghostwrite articles on investing, regulatory changes, leadership for financial services firms, universities, professional organizations.
- Advised, researched and wrote advertiser-supported wealth management supplement for *Forbes Asia*. Advised on advertising sell-sheet; worked with advertisers to profile their expertise.

### **Dow Jones Newswires**, Hong Kong & Jersey City, NJ *Sept. 2000–Sept. 2010*

#### Regional Funds Reporter, Hong Kong, *April 2007–Sept 2010*

- Led coverage of the Asian hedge fund, private equity, and mutual fund industries for Dow Jones Newswires and *The Wall Street Journal*. Worked closely with reporters in various Asian bureaus to coordinate coverage of major news stories.
- Broke news on fund raisings and closures, company financings, private equity deals.
- Wrote analytical reports about investment themes, market outlooks. Regular contributor to *The Wall Street Journal's* "Deal Blog" and "Heard on the Street" columns. Wrote popular monthly "Asia Fund Poll" which tracks changes in asset allocation.
- Chronicled how Asia's private equity and hedge fund industries were affected by the global downturn and how they fared in the recovery through breaking news stories and analysis. Wrote analytical features on how Asia's fund industries were hit by increasing government oversight.
- Regularly contributed to real-time columns with quick snippets of timely research, data or commentary.

#### Reporter, Jersey City, NJ, *October 2002–April 2007*

- Led coverage of the U.S. cable, satellite and cable equipment sectors, also contributed to telecommunications coverage.
- Covered important industry events such as Adelphia founders' fraud trial, Worldcom's Bernie Ebbers' sentencing. Wrote about rise of online video, cable's expansion into phone service and interactive TV, increasing competition in the pay-TV space.
- Edited weekly column that compiled noteworthy technology stories.

#### General Assignment Reporter, *September 2000– October 2002*

- Reported and wrote breaking news stories, investigated unusual stock movements. Wrote market commentaries and feature stories.

### **Institutional Investor**, New York, NY, *August 1999 – August 2000*

#### Reporter, *March 2000 – August 2000*

- Broke 4-6 exclusive stories a week about financing activities of telecom companies for weekly trade newsletter.
- Broke news of Citizens Communications seeking banks to syndicate its \$3.5 billion credit line.

#### Associate Reporter, *August 1999 – March 2000*

- Broke 4-6 stories a week about online financial services for weekly trade newsletter.

### **ABC News One**, New York, *October 1998 – July 1999*

Associate Producer, October 1998 – July 1999

- Produced daily nationwide satellite feeds of television stories to affiliate ABC news stations across the country.

**Freelance Journalist**, Beijing, China, *August 1997 – July 1998*

- Worked as production assistant and researcher for ABC News, serving as liaison between English-speaking ABC staff and Chinese staff. Translated interviews, monitored newswires and Chinese newspapers.
- Edited and rewrote eight chapters of a China guidebook, *Insight Guide China* that was published by APA Publications. The chapter topics included Chinese cuisine, culture and local history.
- Edited, restructured and rewrote two guidebooks about Beijing that was published by Beijing Scene, a small publishing house that produced a popular newspaper for expatriates at the time.

## LANGUAGE

Spoken Mandarin Chinese

## EDUCATION

**Pomona College**, Claremont, CA

B.A. in English literature received 1996. GPA 3.6, Dean's List 1993-1994

**Fudan University**, Shanghai, China

Completed year-long language program (1996-1997); focused on Chinese literature.