



ELLEN SHENG

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PROFESSIONAL EXPERIENCE

Sheng Media LLC, New York (2015–present) and Hong Kong (2010–2015)

Founder

- Provide editorial services to a diverse range of clients including banks, asset managers, fintech firms.
- Conceptualize, research, write or edit content. Extensive experience developing research reports, whitepapers, ebooks, articles, case studies, web copy, business plans.
- Recruit, onboard, supervise freelance writers for large, ongoing editorial projects.
- Clients have included WSJ Custom Studios, Boston Consulting, Bloomberg Media Studios, Principal, Citi, Marcus by Goldman Sachs, Morgan Stanley, Bank of America, The Conference Board, Capital One Spark Business, JLL, Spectrum Business, UBS Wealth Management, Cerulli Associates
- Write, research and edit for news outlets. Journalism work has appeared in publications such as *The Wall Street Journal*, *Fast Company*, *CNBC*, *Marie Claire*, *Forbes*, *Real Simple*, *Quartz*, *Scientific American*, *Women's Wear Daily*, *Financial Advisor IQ*

Custom Content from WSJ, New York, May 2022–Jan 2023

Executive Editor, Financial Services

- Direct development of branded content for financial services clients of Wall Street Journal | Barron's Group
- Work with sales and marketing teams to answer RFPs or support proactive outreach for custom content.
- Ideate “big ideas,” concepts, story ideas.
- Supervise freelance writers and collaborate with copy editing, art, research and performance departments.

The Wall Street Journal, Hong Kong, April 2007–Sept 2010

Regional Funds Reporter

- Led coverage of the hedge fund, private equity, and mutual fund industries for the APAC region. Collaborated with reporters in various Asian bureaus to coordinate coverage of major news stories.
- Broke news on fundraisings and fund closures, company financing, private equity deals and m&a.
- Wrote analytical reports about investment themes, market outlooks. Regular contributor to *The Wall Street Journal's* “Heard on the Street” and “Deal Journal” columns.
- Regularly contributed to real-time columns with quick snippets of timely research, data or commentary.

Dow Jones Newswires, New York, September 2000–April 2007

Cable & Satellite Reporter, October 2002–April 2007

- Led coverage of the U.S. cable, satellite and cable equipment sectors; contributed to telecommunications coverage.
- Covered important industry events such as Adelphia founders' fraud trial, Worldcom's Bernie Ebbers' sentencing. 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

Associate Reporter, August 1999 – March 2000

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

Associate Producer, October 1998 – July 1999

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

- Worked as production assistant and researcher for ABC News. Helped edit two guidebooks on China.

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 a year-long language program (1996–1997) with a on Chinese literature.