



ELLEN SHENG

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PROFESSIONAL EXPERIENCE

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

Editorial Consultant, writer, editor

- Provide editorial services to help companies differentiate and drive revenue through content and content strategy, editorial planning and content development.
- Serve 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, manage freelance writers for large, ongoing editorial projects.
- Clients have included WSJ Custom Studios, Boston Consulting Group, FIS, Morgan Stanley Wealth Management, Bloomberg Media Studios, KKRI, Bank of America, The Conference Board, JLL, Cerulli Associates
- Write, research and edit for news outlets. Journalism work has appeared in publications including *The Wall Street Journal*, *Fast Company*, *CNBC*, *Marie Claire*, *Forbes*, *Real Simple*, *Quartz*, *Scientific American*, *Women's Wear Daily*, *Financial Advisor IQ*, *FundFire*

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*

EDUCATION

Pomona College, Claremont, CA

B.A. in English literature. GPA 3.6

Fudan University, Shanghai, China

Completed a year-long language program with a focus on contemporary Chinese literature.