



# 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 that 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 creating research reports, whitepapers, articles, case studies, web copy and thought leadership content that translates complex themes into narrative-driven storytelling. Develop multimedia content, including video scripts, interactive content formats and cross-channel campaigns.
- Recruit, onboard and manage freelance writers for large, ongoing editorial projects.
- Clients have included Morgan Stanley Wealth Management, WSJ Custom Studios, Boston Consulting Group, FIS, Bloomberg Media Studios, KKR, 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*, *Forbes*, *Quartz*, *Financial Advisor IQ*, *FundFire*, *Scientific American*, *Marie Claire* and *Real Simple*.

### **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.