

Jeffrey Li, CPA  
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### **WORK EXPERIENCE**

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| Senior Associate, Entrepreneur Group, Assurance, PricewaterhouseCoopers HK | Oct 2016 – Present  |
| Associate, Entrepreneur Group, Assurance, PricewaterhouseCoopers HK        | Oct 2014 – Sep 2016 |
- Lead and initiate audit management tasks such as: audit planning, tasks allocations among team, testing clients' internal control efficiency, analyzing financial statements and drafting financial statements
  - Deliver group reporting for listed institutions and private companies in various industries, e.g. retail, medical instruments, trading, asset management, pachinko industries
  - Develop a strong understanding in Japanese culture and accounting knowledge
  - Demonstrate good communication by acting as a major communication bridge between Japanese clients, local audit teams and other local and overseas stakeholders
  - Demonstrated strong responsibility and time management skill to lead 3-4 audit projects at the same time during peak and manage the audit projects, by planning, executing the audit procedures, identifying issues.
  - Demonstrated strong leadership skill by leading audit team size up to 4 people and good understanding of business environment of companies in different industries
  - Major client portfolio as follows:
    - Core team member of IPO project currently: take a key leading role for Japan sites for both annual audit and track record period and high involvement in carve-out IPO project
    - I.T Limited (999), Niraku GC Limited (1245), Mapletree Investment Group, Savills Asia Pacific Limited: Core audit member for interim review and annual financial audit
  - Other assurance engagement: team member of a due diligence project for a potential acquisition project
  - Achievement: Scored as "exceptional", the highest rating, in most of the performance reviews of core projects;
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| Executive Trainee, Mentalcare Connect Limited | May 2012 – Jun 2012 |
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- Conducted a marketing research about elderly market, with focus on the characteristics and the needs of elderly people and the current market of the services offered by the major market participants;
  - Assisted in Government Policy Summary and Service Design in an attempt of seeking potential business opportunities to offer products and services;
  - Proposed a marketing plan of providing elderly playgroup services

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### **EDUCATION**

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| Faculty of Business Administration, the Chinese University of Hong Kong | Sep 2011 – Jul 2014 |
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- Major: Asian Business Studies
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| Waseda University, Tokyo, Japan – Exchange programme                                 | Mar 2013 – Jul 2013  |
| Fudan University, Shanghai, China – Exchange programme                               | Sep 2012 – Jan 2013  |
| University of Victoria, Victoria, British Columbia, Canada – English Study Programme | Jun 2012 – July 2012 |
| St. Louis School, Hong Kong  | Sep 2004 – July 2011 |

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### **LANGUAGES**

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- Native in Cantonese
- Fluent in English (IELTS: 7.5) & Putonghua & Japanese (JLPT N1).

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### **QUALIFICATIONS**

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- Hong Kong Certified Public Accountant

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### **AWARDS/SCHOLARSHIPS**

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- Award: Silver Award for Volunteer Service 2011 and Bronze Award for Volunteer Service 2010
- Issued by the Volunteer Movement and the Social Welfare Department in recognition of the contribution in social services for over 100 hours

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### **EXTRA CURRICULAR ACTIVITIES**

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- Waseda's Outreach Program: Mita Senior High School (東京都立三田高校) and Waseda Elementary School
- Paired with Japanese university students and introduced high school students about Hong Kong's culture
  - Designed our curriculum and activities with the aim of arousing students' interest about Hong Kong
- International Student Projects, Waseda International Club
- Acted as one of the group leaders and organized a tour and home stay activities for over 80 participants
  - Liaised with related organizations and participants and worked together with a group of Japanese students and international students.
- Soccer Representative Team for Shaw College, the Chinese University of Hong Kong & St. Louis School  
Badminton Representative Team of Shaw College, the Chinese University of Hong Kong & St. Louis School  
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