

Shelly Wu

Contact Details

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PROFESSIONAL EXPERIENCE

2016 – NUS RISK MANAGEMENT INSTITUTE (RMI-CRI) Singapore
MAS-funded credit rating agency with global coverage of 60,000 listed firms in 120 countries
Institutional Sales - Portfolio & Risk Analytics
Client relationship management

- Provided bespoke portfolio & risk analytics products to financial institutions in South East Asia, Greater China, US, and UK, growing revenues by 600% in 1 year
- Strengthened relationships with clients by regular communicating with client's C-Suite, upgrading products, and organizing conferences and workshops, expanding the overall client portfolio by 3.2 times

Leadership

- Led 5 team members to enhance product management, establish an automated CRM system from scratch, design new procedures that advanced operating process and increased team's work efficiency by 250%

Sales Associate (Promoted to team leader in 3 months)
Product/project management

- Coordinated with 6 teams to launch 3 products that measures investment portfolio performance, expected credit loss for financial instrument, and SME credit risk, producing 100% on-time delivery
- Assisted in promoting the application of products to corporate default early warning, stress tests, scenario analysis and trade finance, and be promoted to team leader in 3 months

2013 - 2016 TAIWAN STOCK EXCHANGE Taiwan
Associate Relationship Manager - Broker Dealer Services

- Solved client challenges across product offering and regulation consultation, organized trainings and conferences for Taiwan Stock Exchange members, increasing satisfaction of broker-dealers by 150%
- Liaised with trading, listing, surveillance departments to monitor abnormal capital market movements and detect potential defaults, decreasing the number of rule-breaking cases by 50%
- Carried out a canvass of opinions and conducted research to make improvement plan of trading accounts regulations to boost members' wealth management business and increase the trading flexibility for investors
- Ranked top 1% among entry-level employees in the performance evaluation and exceptionally approved by CEO to represent Taiwan to attend the forum held by US Securities Exchange Commission in Washington

2012 - 2013 beBit, Inc. (株式会社ビービット) Japan/Taiwan
Top digital business consulting firm in Japan
Consultant - Finance & Services Industry

- Conducted in-house methodology to redefine target customer group and website flows for a Japanese start-up travel agency, increasing the number of active online users by 250% and sales revenue by 150%
- Formulated digital business strategies for financial institutions to increase online trading volume and insurance product sales, drawing 85% feedback rate in the first overseas marketing campaign in Taiwan

EDUCATION

2010 – 2012 Peking University Beijing
Master of Finance, Guanghua School of Management

2012 – 2012 University of St. Gallen Switzerland
Exchange student, Department of Banking and Finance

2006 – 2010 National Taiwan University of Science and Technology Taiwan
Bachelor of Business

2009 – 2009 Hong Kong Baptist University Hong Kong
Exchange student, Department of Finance

LANGUAGES English (Fluent), Mandarin (Native), Japanese (Basic), Cantonese (Basic), German (Basic)

OTHER EXPERIENCE & SKILLS

2011 – 2011 First Capital Futures Co., Institutional Sales Intern Beijing

2006 – 2007 ASUS TeK Computer Inc., Product Management Intern Taiwan

2010 Acquired Taiwan's official professional certificate of securities and futures

2015 Passed the exam of ISO 27001 Lead Auditor by British Standard Institution

PERSONAL INTERESTS

Dancing

- Performed for the celebration of New Year on Beijing's TV program broadcast in 2011
- Directed 120 dancers in 30 dancing competitions and awarded for "The Best Student Association" in college
- Kept the habit of dancing street jazz and Zumba three times a week