

# Andrea Wong

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## PROFESSIONAL SUMMARY

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Analytical business consultant with more than 4 years' experience in developing and implementing business initiatives aimed at sustaining long term growth. Strategic decision-maker accustomed to working in a fast-paced environment. Quick learner skilled in delivering valuable insights through data-driven methods, data analysis, data manipulation and data visualisation. Dedicated team player who enjoys working with a group and helping to develop other's potential proficiencies. Excellent interpersonal skills and works well with others

## SKILLS

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|-------------------------|----------------------------|
| ● Project Management    | ● Strategy Management      |
| ● Analysis & Evaluation | ● Training and Development |
| ● Client Relationships  | ● Tableau                  |
| ● Strategic planning    | ● Power BI                 |
| ● Data visualisation    | ● Performance dashboards   |
| ● Data Analysis         | ● Python                   |
| ● Data Management       | ● SQL                      |

## EXPERIENCE

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### Lazada Group, Singapore

*Senior Business Analyst, Regional Commercial Strategy and Insights*

*Jan 2022 – Present*

- Delivered key strategy analysis (category analysis, brand performance) across stakeholders to drive new brand acquisitions and commercial targets.
- Coordinated with different stakeholders to align on metrics for the development and maintenance of dashboards in supporting monthly and quarterly updates.
- Design, roll out and maintain dashboards to solve data inefficiencies and support consistent and timely communication within the regional teams.
- Cross-functional collaboration with stakeholders, identifying key business pain points and operational inefficiencies to develop data-driven solutions.

### Ernst & Young Advisory, Singapore

*Senior Consultant, Business Consulting*

*Apr 2017 – Dec 2021*

- Part of a multidisciplinary team to drive a multi-year organization-wide business transformation programme, leading key workstreams to monitor, analyze and report the progress of a national learning transformation programme, as well as identified and managed delivery risks.
- Developed approaches and tools to collect, aggregate and analyse data to measure performance and drive key decisions, supported change management efforts to generate buy-in organization-wide.
- Coordinated among different teams and stakeholders to analyze and understand stakeholder requirements and business processes
- Supported the review and redesign of operational models and business processes for optimised performance and enhanced effectiveness which involved identifying opportunities for implementation of RPA.
- Conducted operational analysis of management reports, including project progress, vendor/ contractor performance, manpower turnover, etc. to share insights with senior management and steering committee
- Designed, developed and maintained Data Visualisation dashboards to measure the causal factors of user satisfaction and user experience.
- Conceptualised, organised and facilitated training sessions in Change Management, Personal Development, Cognitive Diversity & Collaboration.
- Identified key training needs and designed training programmes and training materials aligned with the strategic vision and goals of the organization.

### International Furniture Fair Singapore, Singapore

*Strategic Marketing and Communications Executive*

*Apr 2017 – Jun 2017*

- Renegotiated contracts with marketing vendors, lowering costs by 30%.
- Established new partnerships with furniture companies at furniture trade shows.

- Translated articles in English to Mandarin for dissemination in Chinese media platforms.
- Designed email marketing campaigns for a mailing list of more than 60,000.
- Developed and maintained social media marketing campaigns, initiating more than 2000% increase in post engagement, 321% increase in page views with more than 800,000 people reached.
- Utilised analytical tools to monitor and report results of marketing campaigns.

#### **Kikkoman Sales USA, San Francisco, USA**

*Planning and Production Coordinator*

*Aug 2016 – Jan 2017*

- Restructured monthly reconciliation process and performed detailed quantitative analysis to assess productivity and wastage levels for more than 3000 products.
- Prioritised schedule and made purchasing orders of over \$200K to fulfill production goals schedule.
- Standardised date code system for more than 500 SKUs in Citrix database.
- Performed weekly analysis of inventory levels and workflow to forecast and plan for future productions

#### **EDUCATION**

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##### **University of San Francisco – San Francisco, USA**

*Dec 2015*

Bachelor of Science, Business Administration (Major: Marketing & Finance); GPA: 3.9/4.0  
Summa Cum Laude; Dean's List (2012 - 2015), Beta Gamma Sigma Honor Society

#### **ADDITIONAL**

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**Technical:** Python, SQL, Tableau, Power BI

**Languages:** Fluent in English, Mandarin and Cantonese

**Certifications & Training:** Service Design Certification (National University of Singapore)(2021), Certified Developer (Kryon)(2020), Intro to Data Analysis (Codecademy)(2020), Data Science Immersive (General Assembly)(Ongoing)