

AMANDA LEAH NG

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PROFESSIONAL EXPERIENCE

ORIGO EDU, SINGAPORE & INDONESIA - FOUNDER & CEO

Feb 2018 - present

Turned a passion project into an education company that bridges a resource, knowledge, and culture gap among high school students seeking higher education abroad. Successfully placed 97% of our students in their top 3 university choices. Key contributions included:

Sales & Marketing:

- Led strategy and execution of sales directly to students and through partner schools and organizations, converting 50% of inbound leads into clients
- Tripled business profit within one year of inception, raising average revenue per customer from 350 to 2,000 USD

Partnerships & Business Model:

- Formed strategic partnerships with schools, tutoring centers, small startups and other education players in the region to collaboratively go to market with commercially-tied products, joint marketing events and campaigns, and knowledge-sharing initiatives
- Grew college advisor network, giving clients access to 80+ students/alumni from top US, UK, and CA universities

Product Development:

- Designed and launched four products that served 300+ students across Southeast Asia and the US in two years. Products covered end-to-end high school journey: high school counseling, full-service college application support, rapid essay reviews, and workshops

KEARNEY, SINGAPORE - MANAGEMENT CONSULTANT

Aug 2016 - Feb 2018

Market Expansion (Logistics, Global):

- Developed e-commerce strategy to drive regional expansion of SME cross-border shipping
- Sized existing market and built 3-year forecast for courier, express, and postal opportunity in Malaysia, Indonesia, and Vietnam based on in-depth market segmentation

Go-to-market Strategy (Telecommunications, Southeast Asia):

- Designed consumer retail product and distribution strategy
- Collaborated with cross-functional client team to leverage key accounts from the company's enterprise business to use as B2B2C channels

Business Process Redesign (Telecommunications, Southeast Asia):

- Reduced cycle times across order processing, fulfilment, and payment processes by up to 50%
- Led agile workshops to identify and eliminate inefficiencies across enterprise business processes

Procurement Analysis (Oil and Gas, Southeast Asia):

- Identified cost-saving opportunity of ~10mn USD through analysis of ship and maintenance spend

Cost Assessment & Optimization (Consumer Goods, Global):

- Developed should-cost models for multi-year cost approximation of two primary packaging categories
- Identified key cost-saving categories through internal and external product benchmarking

TWITTER, SINGAPORE - MARKETING COORDINATOR

May 2015 - Aug 2015

- Managed the pilot launch of agency certification program and first Twitter online marketing course across APAC, coordinating between regional Twitter offices and 150+ agencies

EDUCATION

LE WAGON CODING BOOTCAMP, SINGAPORE

Feb 2020 - Apr 2020

- 9-week intensive coding bootcamp focused on full-stack web development
- Designed, implemented and shipped to production a clone of AirBnB and a platform for coworking cafes

UNIVERSITY OF CALIFORNIA, BERKELEY

Aug 2012 - May 2016

- B.A. Economics (Cum Laude), minor in Global Poverty & Practice
- **Activities:** Blum Center for Developing Economies | Clinton Global Initiative University | Asian Business Association | Berkeley Indonesian Student Association

SKILLS & INTERESTS

Languages

Javascript | HTML | CSS | Ruby | SQL | Bahasa (working proficiency) | Mandarin (basic proficiency)

Tools & Tech

Rails | Heroku | git | GitHub | npm scripts | External APIs | Microsoft Suite | Adobe Creative Suite

Interests

Basketball | Running | Skiing | Coding | Design | Photography | Board games | Puzzles | Dogs