

AMANDA LEAH NG

PROFESSIONAL EXPERIENCE

Feb 2018 -
present

ORIGO EDU, SINGAPORE & INDONESIA - FOUNDER & CEO

- Founded and directed an education consultancy which provides college application resources and guidance to Indonesian high school students seeking higher education abroad
- Developed and led execution of the business model and strategic roadmap:
 - Designed and launched four products that served 60+ students across Southeast Asia and the US
 - Grew college advisor network of 70+ alumni from top universities across the US, UK, and Canada
 - Formed partnerships with 15+ organizations and associations in the region to complement product portfolio and leverage marketing efforts and synergies
 - Developed and executed marketing strategy, including hosting workshops for 300+ students and parents in Indonesia

Aug 2016 -
Feb 2019

A.T. KEARNEY, SINGAPORE - MANAGEMENT CONSULTANT

Market Strategy

- **Market study for Global Logistics Company:** Sized existing market and built 3-year forecast for courier, express, and postal opportunity in Malaysia, Indonesia, and Vietnam, segmenting market by product, customer, channel, and trade lanes; developed e-commerce strategy recommendations to build cross-border shipping and logistics capability focused on enabling regional growth among small and medium enterprises
- **Go-to-market Strategy for Indonesian Telecommunications Operator:** Designed consumer retail product and distribution strategy with cross-functional client team, which leveraged key accounts from the company's enterprise business to use as B2B2C channels

Operational Improvement

- **Order-to-Cash Process Simplification for Singaporean Telecommunications Group:** Led exercise to identify and troubleshoot process inefficiencies in order processing, fulfillment, and payment for B2B customers to reduce order-to-cash cycle times by up to 50%
- **Cost Assessment & Optimization:** Developed should-cost models and conducted internal/external benchmarking to identify key cost saving categories and support procurement functions in both an Indonesian oil and gas operator and a global consumer goods player

May 2015 -
Aug 2015

TWITTER, SINGAPORE - MARKETING COORDINATOR

- Managed the pilot launch of agency certification program and first Twitter online marketing course across APAC, coordinating between regional Twitter offices and 150+ agencies
- Conducted and published study to assess CEO social media influence on company performance, and pioneered the #TII (Twitter Influence Index) to onboard top executives on Twitter

Jun 2014 -
Jul 2014

BANK TABUNGAN Pensiunan Nasional (BTPN), INDONESIA - HUMAN CAPITAL INTERN

- Conducted desk and field research to assess the needs and motivations of BTPN Syariah loan officers, all of whom are women
- Designed incentive, training, and enrichment programs to increase employee retention through increased support for professional and personal wellbeing of loan officers

Aug 2014 -
May 2016

BLUM CENTER FOR DEVELOPING ECONOMIES, BERKELEY, USA - PEER ADVISOR

- Advised 150+ students within Global Poverty & Practice Minor on course and career planning, and led program marketing and outreach efforts, which included social media, email marketing, and events

EDUCATION

Aug 2012 -
May 2016
Cum Laude

UNIVERSITY OF CALIFORNIA, BERKELEY

B.A. Economics, minor in Global Poverty & Practice

- **Relevant Coursework:** Intermediate Macroeconomics & Microeconomics | Econometrics | Global Poverty & Impact Evaluation | Financial Economics | Nonprofit Management: Strategic Philanthropy
- **Activities:** Development Impact Lab | Clinton Global Initiative University | Asian Business Association

SKILLS & INTERESTS

Technical
Language
Interests

Microsoft Office Suite | Adobe Creative Suite | HTML | CSS | Stata | R Data Analytics
English (native proficiency) | Indonesian (working proficiency) | Chinese (basic proficiency)
Running | Skiing | Basketball | Volleyball | Photography | Musicals | Puzzles | Dogs