

SELDON HE

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KEY COMPETENCIES

- 5 years of professional experience of financial analysis, data analytics, risk management at a Big Four accounting firm and a financial service company
- A quick learner and dynamic problem solver with outstanding academic performance, proficient financial modelling, and robust analytical skills (SQL, Python, R/RStudio, Tableau, Power BI)
- A result-oriented team player and responsible leader with project management and communication skills; experienced in providing solutions, driving insights and creating business values

EDUCATION

Master of Business Analytics

UBC Sauder, Vancouver, BC, Canada

GPA: 4.2/4.3

Aug 2023 – Nov 2024

Key Courses: Business Analytics Programming (96), Data Management for Business Analytics (95), Analyzing and Modeling Uncertainty (95), Data Visualization (94)

Bachelor of Economics

Xiamen University, Fujian, China

GPA: 3.6/4.0

Sep 2014 – Jun 2018

Key Courses: Financial Statement Analysis (92), Macroeconomics (91), Financial Economics (90)

National Central University, Taiwan (Exchange)

GPA: 4.0/4.0

Feb 2016 – Jun 2016

Key Courses: Management Accounting (96), Behavioral Finance (96), Economic Development (96)

PROFESSIONAL EXPERIENCE

Far East Horizon Group Limited

Shanghai, China

Risk Control Manager

Feb 2022 – Jul 2023

- Risk Management: Performed financial analysis and cash flow forecast for potential clients; structured deals for leasing and factoring businesses; producing 50 risk analysis reports and bolstering interest-earning assets of 0.4 billion CNY (\$74.3 million CAD).
- Credit Evaluation and Approval: Led pivotal roles in customer introductions and meticulous pre-loan risk assessments; orchestrated credit lines exceeding 1 billion CNY (\$0.19 billion CAD).
- Strategic Decision-making: Devised a proactive risk management strategy guiding insightful decision-making, provided in-depth monthly research reports on industrial policies and market trends.
- Operation Optimization: Implemented robust risk control practices, ensured seamless operations for business units in Eastern China, enhancing risk awareness and operational efficiency.

Ernst & Young (EY) - Forensic & Integrity Services

Shanghai, China

Senior Consultant

Oct 2020 – Jan 2022

- Data Analytics and Visualization: Analysed business infrastructures and devised ETL schemes for data acquisition, data cleansing and data analysis with Python, SQL, Power BI and Tableau.
- Forensic and Audit Supporting: Conducted data quality assessment, employing KPIs to unearth suspicious transactions; produced performance metrics, reports and dashboards crucial for fraud investigations and financial statement audit procedures.

- **Business Consulting:** Provided expert guidance and solutions on business issues, including internal controls and business intelligence, optimizing corporate governance and cross-sectoral collaboration.
- **Compliance Advisory:** Pioneered the development and implementation of a compliance program as external consultant; crafted a dynamic compliance tool to effectively manage regulatory challenges.

Ernst & Young (EY) - Assurance & Advisory Business Services

Xiamen, China

Staff Assistant

Oct 2018 – Sep 2020

- **Due Diligence:** Spearheaded initial planning, risk identification, and assessment for IPOs and M&A; conducted interviews and collected audit evidence; formulated and executed risk response strategies, including walkthrough tests, tests of control, and tests of details.
- **Financial Statement Reviews and Audits:** Conducted thorough financial statement reviews and audits for 10+ MNCs, state-owned enterprises and listed companies utilizing a digital approach.
- **Reporting and Stakeholder Communication:** Prepared detailed audit memorandums and reports; maintained effective communication with both internal and external stakeholders.

TECHNICAL SKILLS

Finance & Accounting: FRM (Financial Risk Manager, Part I Passed), CISA (Certified Information Systems Auditor), CICPA (Chinese CPA-Professional Stage), Financial Valuation and Modelling (CAPM, DCF, P/B, P/E, APT, VaR, Monte Carlo)

Analytics & Visualization: MS Excel (Power Pivots, Pivot Tables), Tableau, Power BI, Alteryx, Axure, Stata, MATLAB, A/B Testing, Statistical Inference, Experimentation Design, Web Scraping, Text Mining

Programming & Database: R/RStudio, Python (pandas, NumPy, matplotlib, scikit-learn, seaborn, NLTK, beautiful soup, selenium, TensorFlow), SQL(MySQL, PostgreSQL, Oracle, SQL Server), neo4j, HiveQL, MongoDB, HTML/CSS, Machine Learning (Decision Tree, kNN, SVM, Logistic Regression, Random Forest, Naive Bayes, XGBoost)

COMMUNITY INVOLVEMENT

Teaching Assistant (COMM337), UBC Sauder School of Business

Sept 2023 – Present

- Delivered impactful learning experiences by facilitating class discussions and holding office hours, supported 100+ students (4 sections, 2 terms) and enhanced student comprehension and engagement.

Participant, E.G.G 50km Walkathon by the Shanghai United Foundation

May 2021

- Trekged 50 km in 12 hours with EY colleagues, raised 44K+ CNY funds for underprivileged children due to family poverty or personal disabilities, and garnered public awareness for equal opportunities and sustainable economic development.

Global Volunteer, AIESEC Colombo North Local Committee

Jan 2017

- Promoted cross-cultural communication and indigenous tourism by writing journals, taking photos, and making videos with volunteers from diverse countries including India, Thailand, Egypt, Brazil.

Voluntary Teacher, Damxung County Middle School, Tibet

Aug 2015

- Provided education to nearly 200 indigenous middle school children in Tibet who had limited access to quality learning resources, improved living conditions by fundraising through charity bazaars, enhanced their learning interests and broadened their horizons.

Student Leadership: XMU Toastmasters (Vice President Public Relations), XMU Students' Union (Vice Director), XMU Broadcasting Station (Vice President)

Interests: running (three half-marathons), swimming, reading, and science fictions