

JEANNIE SUNG

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WORKING EXPERIENCE

JUL 2021 – OCT 2021 | SENIOR BUSINESS ANALYST, CHINASOFT INTERNATIONAL

Senior Business Analyst for a global bank digital transformation project – focusing on development of digital business units. The role focuses on user stories syndication and gap analysis towards creating comprehensive financial services for high-net-worth client based in Taiwan.

AUG 2020 – JUL 2021 | BUSINESS ANALYST, SHOPEE

Business Analyst for cross border business development projects - focusing on expansion of overseas products & suppliers into Shopee E-commerce platform. Key responsibilities include managing initiatives to improve sales & seller performance via requirements gathering, data analytics, playbook design & implementation. Key projects focus on Home & Living Category for China & ASEAN region.

OCT 2017 – MAY 2020 | CONSULTING ANALYST, ACCENTURE

Data Business Analyst for Trading System Implementation (SI) Project for an Oil & Gas MNC client. The role focuses on data deployment & migration to enable implementation of two systems, namely the Trading & Logistics systems to drive process & performance improvement across the trading function.

PAST PROJECTS & ROLES

JUL 2021 – OCT 2021 | SENIOR BUSINESS ANALYST

PROJECT: GLOBAL FINANCIAL SERVICES TRANSFORMATION FOR TAIWAN MARKET

- Co-create high-net-worth user journey to enable more comprehensive financial services
- Keep track & update leadership on project progress and risk

AUG 2020 – JUL 2021 | BUSINESS ANALYST

PROJECT: HOME & LIVING CATEGORY FOR CHINA & ASEAN REGION

- Develop & implement playbooks to deliver the requirements & enable the initiatives
- Trial run via pre-campaigns/pilots to identify & resolve any issues or gaps
- Track and provide leadership updates on project targets & KPIs with any further improvements

MAR 2018 – MAY 2020 | DATA MIGRATION BUSINESS ANALYST

PROJECT: COMMODITY TRADING & RISK MANAGEMENT (CTRM) SYSTEM IMPLEMENTATION

- Main focal to business users for data migration & requirements
- Ensure data requirements are clearly aligned with the technical data team
- Provide updates & raise risks during integration meetings across project functions
- Obtain 200 business user & leadership sign offs for 70 data entities

MAY 2019 – SEP 2019 | SECURITY ACCESS MANAGEMENT BUSINESS ANALYST

PROJECT: LOGISTICS & CHARTERING (L&C) SYSTEM IMPLEMENTATION

- Develop security matrix & access management based on the roles & user requirements
- Implement security identity & access management (IAM) for 200 business users
- Execute the system security control based on the TO-BE business process
- Support in UAT session (security & functionalities) for L&C system

OCT 2017 – FEB 2018 | DATA MIGRATION STRATEGY ANALYST

PROJECT: COMMODITY TRADING & RISK MANAGEMENT (CTRM) SYSTEM IMPLEMENTATION

- Develop the project scope - workplan & activities for data migration including resource planning
- Develop the data requirements reports based on the Trading Operating Model & Business Case
- Perform key gap analysis of the AS-IS & TO-BE data entities based on the users requirements
- Support in development of the data migration strategy, approach & process across 70 business entities including Trading and Logistics & Chartering systems used by 200 business users.
Develop the final blueprint for data migration & tech architecture

TRAINING & PROFESSIONAL CERTIFICATIONS

OCT 2019 | DATA DRIVEN CONSULTING | NORTHWESTERN UNIVERSITY

Course on performing data driven consulting via data analytics methods, artificial intelligence (AI) & machine learning.

JUN 2019 | ACCENTURE CONSULTING TRAINING | ACCENTURE

5 Days classroom training to deliver a mock-up project via AGILE methodology that includes design thinking, structure business case study, stakeholder management & delivery of MVPs (Design, Build & Test).

EDUCATION

JULY 2017 | ASSOCIATION OF CHARTERED CERTIFIED ACCOUNTANTS (ACCA) | SUNWAY UNIVERSITY

Passed 14 professional chartered accounting papers in a single attempt with a 3.9 CGPA

CORE SKILLS

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|-------------------------------------|-----------------------------|
| • Stakeholder Management | • Data Analysis & Migration |
| • Commodity Risk Management | • Data Driven Consulting |
| • System Implementation | • Power BI |
| • Logistics & Chartering Management | • Finance & Accounting |