

NG MING SHENG

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PROFESSIONAL EXPERIENCE

Shopee Malaysia | Kuala Lumpur

Strategic Project Management (Marketing)

Assistant Manager: September 2024 – January 2025

- Planned and executed strategic initiatives to expand Shopee's affiliate program, achieving a 25% quarter-on-quarter growth in active affiliates, and 33% increase in website traffic and orders through affiliates.
- Created and maintained dynamic dashboards to track initiative performance, monitor key metrics and enable real-time performance analysis.
- Revamped affiliate tagging process flow, reducing error rates from 20% to 3% by optimizing workflows, resulting in improved segment-level performance tracking and commission payout accuracy.

Ernst & Young | Kuala Lumpur

Strategy and Transactions (Transaction Diligence)

Manager: April 2024 - September 2024

Senior Associate: January 2023 - March 2024

- Conducted financial due diligence for acquisitions across a diverse range of industries, including manufacturing, F&B, telecommunications, data centers, port operations and utilities.
- Performed detailed financial analysis of revenue and cost trends, as well as key performance indicators, to identify and understand key business drivers.
- Provided actionable recommendations to support stakeholder decision-making.
- Reviewed financial models to assess assumptions, key drivers and forecast achievability.
- Selected Transactions:
 - Vendor due diligence on the leading automotive wire harness manufacturer in Malaysia
 - Vendor due diligence on a group of premier chinese restaurants
 - Buyside due diligence on regional telecommunications infrastructure services company in Asia
 - Buyside due diligence on a group of data centre operators in South East Asia
 - Buyside due diligence on the largest port operator in Malaysia
 - Buyside due diligence on an independent power utility

Assurance (Financial Services)

Audit Supervisor: October 2022 - December 2022

Senior Audit Associate: October 2020 - September 2022

Audit Associate: February 2019 - September 2020

- Planned and executed audits of clients in banking, insurance, asset management and other industries.
- Supervised and coached staff across multiple engagements, ensuring timely and quality audit deliverables.
- Drafted comprehensive audit reports detailing findings, recommendations, and regulatory compliance assessments.

EDUCATION

Institute of Chartered Accountants in England and Wales (ICAEW)

Sunway College, Bandar Sunway

2021

- First attempt pass for all papers from Certificate to Advanced level (80.8% average)

Financial & Valuation Modeling Certification Program

Wall Street Prep

2025

- Covered financial modeling and valuation techniques, including Three-Statement Modeling, Discounted Cash Flow (DCF), Leveraged Buyout (LBO) Modeling, M&A Modeling, Trading Comparables, and Transaction Comparables

International General Certificate of Secondary Education (IGCSE)

Ace Edventure, Subang Jaya

2015

- 5A*, 3A (90.3% average)

SKILLS & ABILITIES

Languages

- Fluent in English, Chinese and Bahasa Melayu

Computer skills

- Skilled in Microsoft Excel, Word and PowerPoint
- Basic proficiency in Microsoft Power BI