

Ashley
Address 1 | Address 2
Phone | School Email

EDUCATION

University of California at Berkeley, Walter A. Haas School of Business
Master of Business Administration, May 2009

- Project management - partnered with Facebook to initiate new monetization and advertising strategy
- Market feasibility analysis - assessed new retail distribution strategy for a top 10 Japanese video game publisher. The client successfully entered wholesale and supermarket channels in the West coast
- Product development - created new web-based consumer electronics product design and packaging for Panasonic Corporation. The concept has been incorporated in the R&D department's 2011 product pipeline
- Appointed Haas Student Ambassador and interviewer for prospective students
- VP of Marketing, Global Social Venture Competition – served as liaison for 40+ global entrant teams from four continents

Boston University, Boston, MA

Bachelor of Science in Business Administration, May 2003

- Graduated Cum Laude with double concentration in Finance and Accounting

EXPERIENCE

Summer 2008

Amazon.com

Seattle, WA

Senior Business Analyst – Amazon Fresh

Conducted business model and marketing assessment of Amazon's latest consumable start-up

- Developed financial models to identify strategic opportunities in the day-to-day operations planning. Effort resulted in a 18% margin improvement and 40% customer retention rate in Q3
- Analyzed consumer shopping preferences and formed customer segmentation strategy using internal database, consumer insight studies, and market research reports

2003- 2007

JP Morgan Chase

New York, NY

Risk Management Associate, 2005- 2007; Business Financial Analyst, 2003- 2005

Leadership and Project Management

- Managed a cross-functional team of seven in creating a new reporting platform to improve operational efficiency. The elimination of manual systems contributed to a \$600,000 annual cost savings
- Created work-plans and directed phases of project implementations that involved four business divisions across two continents. Received multiple internal awards for excellence in execution
- Initiated the “integrate.be one” project and recruited team members from various functional posts. 30% down-time was cut from streamlining all merger related accounts

Communication and Client Relationship

- Selected from 18 associates by senior vice presidents to act as key liaison for the fixed income group in North America and Europe. Successfully acquired three corporate partners in these regions
- Led weekly financial performance updates attended by 12 junior analysts from the trading desks. Presented in town-hall meetings in front of key executives once a quarter
- Conducted interviews with 30+ senior directors and developed a “Days on the Job” manual for incoming analysts to expedite transfer of knowledge

Analytical and Modeling

- Redesigned quantitative risk analysis; minimized business risk exposure by 11% in a single quarter
- Produced consolidated financial statements for the North American fixed income market. The underlying business held \$90 billion on balance sheet across seven sub-business units as of 2006

ACTIVITY & INTEREST

Languages: Fluent in English and Chinese Mandarin; basic in Japanese and Cantonese

Interests: International traveling (traveled to 18 countries thus far); tennis; skiing; food and wine

Community: City Harvest (lecturer for low-income households on personal finance and tax filing); iMentor (served as mentor to high-school students in underserved community through email correspondence and regular in-person meetings)