SEAH BEI YING

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PROFESSIONAL SUMMARY

Midway through university, I jumped at the opportunity to work at a rapidly growing SaaS start-up. I wanted to immerse myself in the latest industry trends while using the time to figure out what I wanted to achieve, personally and professionally. My time as an undergraduate was one that has been spent fruitfully with experiences spanning the public sector, private sector and academia. Increasing social good is my mission and I am a self-starter with a demonstrated history of curiosity, drive, and the pursuit for excellence.

SKILLS: Project Management, Customer Success (communication, relational intelligence, relationship building, multi-stakeholder management), Data Stewardship, Research and Analysis (comfortable with both qualitative and quantitative), Problem-solving, a collaborative team player who thrives in a multi-cultural, interdisciplinary setting

EDUCATION

National University of Singapore   Aug 2015 – Jun 2020
- BA in Global Studies, First Class Honours, Cumulative Average Point (CAP): 4.62 / 5.0
  Concentrations: Public Policy (theme), Southeast Asia (region), French (language)
- Dean's List for AY 2019/2020

Highlights in Coursework
- Awarded the NUS Global Studies Prize for Best Honours Thesis for AY 2019/2020
- Achieved A+ for year-long capstone project, a 6-member Task Force on an invasive agricultural pest new to Southeast Asia, liaised with and developed recommendations for external organisations, Corteva, Grow Asia and CABI
- Attained high marks (A+ and A) and excellent feedback for research papers on global governance on transboundary water courses and Environmental (and Social) Impact Assessments of dam construction in the Mekong
- Conducted data collection across secondary sources and grey literature and contributed to the preliminary findings for a historical-sociological study of diplomacy in Southeast Asia as Research Assistant
- Designed a research framework investigating the impact of natural resource management on absolute poverty alleviation in Vietnam to improve existing models for sustainable resource extraction
- Awarded high marks (A+ and A) and excellent feedback for research papers on: global governance on transboundary water courses; Environmental (and Social) Impact Assessments of dam construction – a mega-resource project - in the Mekong

Language Immersion with French Alliance in Toulouse, France   Dec 2017
- Self-sourced three-week homestay trip and an intensive course to improve conversational French

WORK EXPERIENCE

The Stakeholder Company (TSC)
Data Governance & Transformation Lead   Oct 2021 – June 2022
- Supported the Head of Data and Content in rolling out enterprise-wide data governance framework and programmes, centralising and standardising data generation, data quality and management to transform and increase scalability of the business model, such as reducing Go-Live time from 6+ weeks to 1 day
- Researched and re-classified foundational data components to improve tagging accuracy and comprehensiveness for a database of over millions of media points and 200k stakeholders
- Led the assessment and review of current data sets (media, stakeholder, issues) to identify and communicate risks to a cross-functional Task Force so as to collaborate and mitigate impact of data migration on all 32 active client systems across a wide range of industries

Client Success Manager   Sep 2020 – Sep 2021
- Built and managed relationships with executive enterprise users of a top multinational agrichemical company in North America, Europe and LATAM, through onboarding, personalised trainings and co-creation of use- cases, and achieved a USD $600k multi-year renewal
- Led a team of 2 Analysts and 8 Data Specialists with diverse knowledge and cultural backgrounds to support stakeholder data collection, maintenance, and insights delivery on engagement opportunities and business risks
- Collaborated with tech, product and business development teams to improve client onboarding and trainings, extend client insights, business use-case and product roadmaps

Project Analyst   **Aug 2018 – Aug 2019**

Project Management

- Led a global team of 5 Data Specialists on end-to-end delivery of a stakeholder intelligence system to support the planning of a government bilateral trade strategy
- Researched, scoped, and analysed 7 industry sectors in India and developed 20 stakeholder network maps that provided insights into connections and engagement opportunities

Organisational Management (stretch role)

- Planned and conducted a workshop during company-wide annual off-site to realign Pro-Services Team on customer-centric strategies

Product Management (stretch role)

- Established an analytics framework with Product Owner to understand customer journeys and end-user engagement, moving Pro-Services and Product teams to become more data-centric
- Designed, wrote, and maintained end-user guide for users to stay updated with feature updates
- Proposed an in-system training module to CTO to automate and ensure scalability of onboarding process, pulled together a design committee involving a few Front-end developers and Product Owner with module slated for completion in Q4 of 2019
- Initiated and piloted Usability Testing among new colleagues to simulate new users, providing feedback and prompting Front-end developers to re-evaluate and re-design user flows for certain feature

NUS Business School (Strategy & Policy), Research Assistant   **May 2018 – Oct 2018**

- Replicated quantitative analyses for 4 academic papers using STATA, research questions include the role of FDI staffing in entry mode strategy and performance. This was part of the current efforts at improving the quality of existing business research and expanding on previous studies.
- Codified variables and applied statistical models to validate original findings
- Managed and cleaned datasets from Nikkei with over 500,000 observations and 70 variables

Ministry of Education, English Relief Allied Educator   **Jan 2015 – May 2015**

- Led three classes (secondary 2, 3 and 4 students aged 13 to 16) at West Spring Secondary School for two teachers on maternity leave
- Prepared teaching materials and lesson plans
- Strategised with full-time teachers on ways to improve lesson delivery and learning for different streams (Normal Technical, Normal Academic and Express) during department meetings

TinyMOS, Marketing and Design Intern   **Dec 2016 – Jan 2017**

- Contributed to marketing strategy at company's opening at the international Consumer Electronics Show (CES) 2017 and articulated company's brand through booth design and marketing collaterals (B2B, C2B brochures and company shirt)
- Improved social media footprint and followers by curating content through own initiative

EXTRA-CURRICULAR ACTIVITIES

Sustainable Living Lab, Repair Coach   **Aug 2017 - Present**
- Currently coaching the public to repair faulty items at monthly community meet-ups to combat our buy-and-throwaway culture and move towards zero waste and conscious consumption in Singapore.
- Completed a 10-week training course to master the basics of diagnosing and fixing electrical and mechanical appliances

Singapore Model United Nations, Delegate of South Korea   **Jul 2017**
- Received Verbal Commendation from Co-Chairs for overall performance
- Prepared position papers and debated on resolutions for Paris Agreement and Sustainable Cities as part of the United Nations Development Programme (UNDP) committee

NUS Toastmasters Club   **Aug 2016 – Sept 2017**
- Awarded title of 'Best Speaker' for 5 out of 10 speeches given
- Achieved level of 'Competent Communicator'

NUS Enactus, Co-project Director of CartSE   **Dec 2015 – Jan 2017**
- Led a team of 6 members in developing social enterprise CartSE, an e-commerce platform
- Generated over $500 in pilot sales and bazaar organised in our first year of operations
- Nominated by Exco to undergo a year-long Enactus Responsible Leadership Programme and was paired with industry mentor, Vice-President of CSR in DBS
- CartSE clinched the 'Learning Award' at a project feedback workshop in the Enactus Singapore National Competition 2016 at the DBS Asia Central Auditorium
- Pitched business plan and secured partnership with a local company and media coverage in an issue of Young Parents magazine
- Researched and identified customer segments, rebranded look and feel of products for greater appeal to increase sales

Transient Workers Count Too (TWC2), Volunteer Writer   **May 2016 – Jul 2016**
- Interviewed migrant construction workers to understand their experiences in Singapore and challenges, such as salary disputes and injury claims
- Published articles on TWC2's website to create public awareness and advocate for better living and working conditions

OTHER SKILLS

Tech literacy
- Basic proficiency in R, STATA, SQL, Excel
- Coding background: completed Harvard's 3-months online course on edX, CS50's Introduction to Computer Science, overall score: 90% (solved all problem-sets in C and Python and completing an independent final project, a web-based app to help researchers better organise their literature review searches)
- Completed Shopee's 2019 National Data Science Challenge, Advanced Category: Product Information Extraction

Languages
- Fluent in English and Mandarin (spoken and written)
- Elementary proficiency in French (A2 level)