Helen Cheung

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PROFESSIONAL EXPERIENCE

Picowork (HK) Limited, Hong Kong

Sr. Consultant, Corporate Strategy — Jun 2020 – Dec 2021

Vice President, Corporate Strategy — Oct 2016 – Sep 2018

- Realigned corporate strategy by identifying competitive strengths in the newly-innovated, patented technology, determining the correct target audience and marketing channels, and revising the existing business model to align with the new strategic direction of the firm. Actively participated in the product development pipeline to align with new corporate strategy.
- Prepared professional investment pitch books, partner proposals, and other strategy decks that were used in presentations for potential and current investors. Materials prepared include company valuation, target customers, growth projection, future development and application of technology, and revenue model etc.

Macquarie Group, Hong Kong

Analyst, Credit Risk — May 2015 – Oct 2016

Associate, Credit Risk — Jun 2014 – May 2015

- Prepared reports on client and deal assessments through industry and company specific financial analysis, maintained models and tables to assess credit quality of counterparties compared to peers, and provided recommendation for credit appetite based on analysis.
- Collaborated with business desks in structuring trades to ensure credit risk remains within bank appetite, provided recommendation to senior management for product and trade approval, and advised relevant departments on Credit-related concerns.
- Partook in the drafting of legal documents by highlighting key credit terms, assisted business desks in negotiating credit conditions with clients, and reviewed and approved drafted documents prior to execution.
- Reviewed existing credit systems, identified deficiencies and was actively participating in the improvement of credit tools to ensure risks are accurately captured, measured and mitigated.

Bank of Montreal Capital Markets, Toronto, Ontario

Corporate Debt Research Associate — Jan 2014 – May 2014

- Created Excel-based, fully integrated financial models that are Bloomberg compatible for use in fixed income analysis, prepared documents and other materials for client presentations, and assisted in quarterly reporting publications by updating the financial tables and proofreading the reports.

Royal Bank of Canada, Toronto, Ontario

Credit Analyst, Group Risk Management - Credit — May 2013 – Dec 2013

- Analyzed individual borrowers and counterparties to determine the risk of defaulting, completed Risk Assessment (RAFs) reports which encompass industry, business and financial risks, and presented recommendations for proposed $25-75 MM term loans and revolving credit facilities for sign-offs by Industry Directors and Managing Directors.

EDUCATION

App Academy

Full Stacks Software Engineer — 2019 - 2020

- Top-tier, 16-week full-stack web development program with a < 5% acceptance rate.
- Curriculum includes Ruby on Rails, JavaScript, React, Redux, Node.js, jQuery, MongoDB, Express, PostgreSQL.

Department of Economics & Rotman School of Management, University of Toronto

Master of Financial Economics — 2012 - 2014

- CGPA: 3.6 / 4.0
- MBA Division Finalist, *National Investment Banking Competition & Conference 2013*

SKILLS AND INTERESTS

Languages	Fluent in Chinese (both Mandarin and Cantonese) • Basic understanding of French
Software	Microsoft Office (Word, Excel, PowerPoint), Bloomberg, STATA, JavaScript, Ruby, SQL
Certifications	Passed CFA Level II • Marquee Group Financial Modeling • Bloomberg Certification Program