



Serena Ji

Qualifications Summary

With a background in accounting and several years of experience in different industries, Serena brings a wealth of knowledge and expertise to the table. Her earlier roles have equipped her with a solid foundation in financial management, budgeting, and record-keeping practices. She is proficient in managing accounts payable and receivable, reconciling financial statements, and ensuring compliance with regulatory requirements.

Core Expertise

• Financial Reporting • Processing Improvement • Internal Controls • Financial Forecasting • Cash Flow Management • Cost Control

Professional History

ASP	Consultant	2024 – Current
HICCPET	Finance / Accounting Manager	2023 – 2024
DCG ONE	Staff Accountant II	2022 – 2023
Daniel Smith Inc	Staff accountant	2017 – 2022
Aqua internation Pte Ltd	Financial Controller	2013 – 2015

Accomplishments

- Delivered training and guidance to junior staff.
- Strategically enhanced resource utilization, implementing robust time management practices, and optimizing operational processes to ensure alignment with diverse cultural contexts, company policies, and stringent accounting standards across each subsidiary.
- Established department policies and implemented multiple systems from the ground up for a startup.
- Achieved a 20% cost reduction by collaborating with department managers and company owners to explore cost-saving opportunities.
- Enhanced the internal procedures for the monthly closing process in the accounting department to align with the target date.

Education / Licenses

- Master of Business Administration, Washinton State University (In Progress - 2026)
- Bachelor of Science in Applied Accountings, Oxford Brooks University
- Fellow of the Association of Chartered Certified Accountants, UK
- Chartered Accountant, Institute of Singapore Chartered Accounts

Software

- Sage 100 • QuickBooks • Concur • MS Excel • Pace • Notion