

# Novia Lim

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## FULL STACK WEB DEVELOPER | BI EXPERT

♦ **Dedicated Programmer**

♦ **Analytics Expert**

**Multifaceted and driven Web Developer with hands-on experience who believes in driving critical business impact using intelligent data and innovative technology**

## PROFESSIONAL PROFILE

- ♦ Passionate in a lifelong pursuit for Information Technology, data analytics proficiency and with more than 10 years of full time working experience with multinational corporations such as Lexmark, Mercer and Oracle
  - ♦ Results-oriented achiever with excellent track record for establishing and meeting global data standards for accurate data and high level reporting
  - ♦ Champions and partners with multi-cultural global teams
  - ♦ Creative thinker; Attentive to detail; applies exceptional analytical skill coupled with a solid business foundation
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## PROFESSIONAL SKILLS

- ♦ Git, Command Line, HTML5, CSS3, Bootstrap, Responsive Design, JavaScript, jQuery, React.js, API/JSON, RESTful API, Google Firebase, MySQL, MongoDB, Ajax, Node.js, Express
  - ♦ Data Analytics, Business Analysis, Data Reporting
  - ♦ Management and manipulation of large, complex data sets
  - ♦ Salesforce, ArcGIS, VB, ASP, JAVA, JSP, Servlet, Oracle Database / BI and Toad, Collaboration Suite, Hyperion, Siebel CRM, MS SQL, PHP, Unix, Tomcat, Bluecoat, Adobe Photoshop
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## PROFESSIONAL CERTIFICATIONS

Oracle Marketing Manager (Siebel 7.7)  
Blue Coat Certified Proxy Administrator  
PMI Project Management Basics

PMI Project Management Fundamentals for IT Professionals  
PMI Managing Multiple IT Projects  
F5 Product Consultant Certification

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## PROFESSIONAL EXPERIENCE

### UNIVERSITY OF CALIFORNIA SAN DIEGO – SCHOOL OF EXTENDED STUDIES AND PUBLIC PROGRAM

**Jan 2017 – Present**

#### Full-Stack Web Developer

- ♦ Technologies acquired: Git, Heroku, HTML5, CSS3, Bootstrap, Responsive Design, JavaScript, jQuery, React.js, API/JSON, RESTful API, MySQL, Ajax, Node.js, Express
  - ♦ Knowledge in Database Theory, APIs, Presentation Skills, Research Skills, Collaborative Learning, Project Management
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### NOVIA + GEEK

**Apr 2016 – Present**

**Founder**

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**LEXMARK INTERNATIONAL, INC.****Sept 2014 – Oct 2015****Business Operations Manager, Asia Pacific and Japan**

- ♦ Business Planning:
  - Asia Pacific Business Operations Champion. Direct collaboration with United States Global teams and management.
  - Current Qtr, Forward Qtr Business Planning, Trending & Analytics (Hardware + Supplies)
- ♦ Financial Analysis:
  - Plan and Outlook Management (AP, WW Business Reporting)
  - Enhance a standard set of financial reports/metrics with alignment between Countries, AP and HQ
- ♦ Sales Operations:
  - Drive and prepare reports and analysis that illustrate business results, main drivers and metrics
  - Handle all Sell-In, Sell-Out, Inventory reporting
  - Conduct On-time, accurate AP Forecast reporting (Worldwide & Countries)
  - Partner KPI driven Performance Management

**Achievements**

• 2014 Top SMB Revenue Growth GEO (Asia Pacific)	• 2014 Top SMB Quota Attainment GEO (Asia Pacific)
• 2014 Top SMB Revenue Growth (India)	• 2014 Top SMB Quota Attainment (India)

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**WOOD MACKENZIE****2010 - 2014****Upstream Data Analyst**

- ♦ Maintain the integrity and currency of the regional database, related maps and data integration for the production of high quality research and analysis
- ♦ Ensure a high degree of data integrity and consistency in the upstream database, and between the database, maps, core products and new products
- ♦ Create and execute database queries. Provide business intelligence for research, client queries and consulting projects
- ♦ Train and educate research analysts on regional database systems and key data linkages

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**MERCER (SINGAPORE) PTE LTD****2006 - 2010****Global Data Analyst**

- ♦ Develop, train and put in place regional and local data management teams
- ♦ Ensure global data standards are established and met for consistent data and reporting throughout a global customer relationship management system
- ♦ Engage regions to finalize and operationalize data management processes
- ♦ Provide consultation, development and alignment of data processes according to core business values
- ♦ Apply segmentation and data strategy to direct marketing efforts while drawing strategic conclusions and insights from customer data

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**ORACLE CORPORATION (S) PTE LTD****2005 - 2006****Analytics Specialist**

- ♦ Provide data consultation for strategic projects in the APAC region
- ♦ Utilize data extraction and analysis tools, and gather and analyze data to ensure compliance with data management standards and data quality metrics
- ♦ Handle campaign data extraction and post-campaign analysis
- ♦ Support marketing teams for demand generation and lead management

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**EDUCATION**

**Singapore Institute of Management University, BSc (Honours) Information Technology and Business, 2008**  
(Major: **Information Technology** and Business)

**Grade / GPA: A- / 3.5 Second Upper Honours**

Ngee Ann Polytechnic, Diploma in Information Technology, 2003  
(Major: **Software Engineering**)