

# Yvonne Lip Lim

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**Portfolio:** <https://github.com/YvonneLipLim>



## PROFESSIONAL SUMMARY

Experienced and adaptable data analyst with a keen eye for detail, excelling in interpreting and collecting quantifiable information to optimize business operations. Proficient in Excel, SQL, and Tableau, with a talent for uncovering trends and patterns through data visualization. Skilled in driving cost efficiencies and improving productivity using statistics analysis, analytical research, and data modelling. Aspiring to enhance data-driven decision-making processes and further develop in data analytics.

## CORE COMPETENCIES

- Data Cleaning and Preparation
- Data Analysis and Insights
- Data Visualisation and Dashboards
- Cross-functional Collaboration
- Operational Efficiency Optimization
- Cost Reduction and Savings
- Critical Thinking
- Project Management
- Problem-solving

## TECHNICAL SKILLS

- CompTIA Data+, Gen AI
- Excel Power Pivot, Power Query, Tables & Charts
- Java
- BigQuery, SQL, Python
- Webpage Development HTML & CSS
- Power BI, Tableau

## PROFESSIONAL EXPERIENCE

### Senior Executive, HR & Operations

08/2016 – 05/2022

Giga Byte Dash, KC Global Media (Formerly Sony Pictures Entertainment)

Singapore

#### Data Driven Human Resources Transformation

- Achieved a 20% reduction in errors by leading process improvements through problem domain analysis and digital tools implementation, including flow diagrams and visual aids.
- Integrated Microsoft SharePoint and Microsoft Flow to digitize processes and documentation, saving 100 man-hours per month with automated workflows.
- Conducted employee happiness survey to develop comprehensive benefits programs, reducing attrition rate down to below 7%.

#### Digital Analytics and User Experience

- Improved website user engagement by 50% through analytics-driven strategies and competitive analysis.
- Managed the transition of 33 Asia Pacific affiliates to a new playout provider, increased service reliability by 10% and saved US\$500,000 in satellite space segment expenditures.
- Applied root cause analysis to identify improvement areas in material handling, achieved a 90% smooth transition from legacy system to a new platform.

## ADDITIONAL RELEVANT EXPERIENCE

**Online and Retail Business Owner** | Mobile Marketplace Apps

08/2012 – 08/2016

**Team Leader, Asia Pacific** | Gartner Advisory

09/2011 – 07/2012

**Administration Manager, South Asia & Southeast Asia** | Western Union

04/2003 – 09/2011

## EDUCATION

- **Business Analytics Nanodegree** | Temasek Polytechnic & Udacity 10/2023 – 01/2024
- **Bachelor of Commerce, Finance & Marketing** | Curtin University of Technology 08/1998 – 08/2000

## PROFESSIONAL SKILLS COURSES / CERTIFICATIONS

- **Associate Data Analyst** | NTUC Learning Hub 08/2024
- **Certified Python** | Kaggle 08/2024
- **Certified Google Data Analytics** | Coursera 07/2024
- **Certified Java, HTML & CSS** | Codecademy & Udemy 05/2024
- **Certified Agile Leadership Essentials & Leadership for Teams** | Scrum Alliance 05/2022
- **Certified Professional & Agility in HR** | ICAgile 01/2022

## DETAILED EMPLOYMENT HISTORY

### Senior Executive, HR & Administration | Giga Byte Dash

02/2022 – 05/2022

- Streamlined HR processes and digitized documentation by implementing Microsoft SharePoint and Microsoft Flow, saving 100 man-hours per month through automated workflows.
- Led cost-effective research and analysis of all-in-one cloud-based HR platforms across various regions, developed comprehensive solutions to improve new hire onboarding time to under 14 days.
- Improved website user engagement by 50% through analytics-driven strategies and competitive analysis. Transformed website design using WordPress, resulting in a 25% increase in social shares and a 20% increase in user comments.

### Senior Executive, HR & Corporate Services | KC Global Media

08/2016 – 02/2022

- Improved payroll accuracy by 15% through data cleaning and process optimization using cloud-based platform, implemented real-time data validation checks and predictive analytics for 70+ employees.
- Accelerated time-to-hire by 30 days through HRIS integration and process streamlining, increased new hire engagement by 20% and led to better performance and team integration.
- Developed comprehensive benefits programs from employee happiness survey insights, reduced attrition rate to less than 7%.
- Led COVID-19 safety compliance initiatives, achieved zero workplace transmissions and enhanced employee satisfaction and well-being through data tracking in Excel to monitor adherence and effectiveness.
- Managed the transition of 33 Asia Pacific affiliates to a new playout provider with seamless delivery. Optimized service reliability by over 10% and achieved US\$500,000 in cost savings through supply chain analysis and cost reduction measures.
- Provided technical support for installation, configuration and troubleshooting to 60 clients, and boosted customer satisfaction by 50% with an average response time of less than an hour.
- Applied root cause analysis to identify improvement areas in material handling, achieved a 90% smooth transition from legacy system to a new platform.

### Online and Retail Business Owner | Mobile Marketplace Apps

08/2012 – 08/2016

- Increased revenue growth by 45% through data analysis of sales trends, top-performing gaming and hobbies products, and target customer demographics.
- Boosted digital presence and customer engagement, achieved a 35% click-through rate and significant number of returning visitors transacted at the retail booth through tailor product offerings, strategic marketing and blogging.

### Team Leader, Asia Pacific | Gartner Advisory

09/2011 – 07/2012

- Optimized space allocation by analysing occupancy data, cost metrics, and market trends using Excel. Achieved a 15% reduction in CAPEX through on-demand workspace implementation.
- Spearheaded process optimization across the APAC region, identified bottlenecks and inefficiencies through workflow data analysis, resulting in a 35% reduction in processing times.
- Facilitated stakeholder decision-making by presenting data-driven insights with clear visualisation in Microsoft Excel and PowerPoint. Implemented process improvements within IT and Finance based on SAP data analysis.

### Administration Manager, South Asia & Southeast Asia | Western Union Services

04/2003 – 09/2011

- Managed the setup and relocation of 4 regional Asia Pacific offices within 15 months, optimizing construction timelines, IT integration and team coordination through data analytics. Exceeded expectations and earned a promotion for driving operational efficiency and strategic planning.
- Enhanced office operations and supply chain efficiency by developing advanced data models with Excel. Identified consolidation opportunities and implemented cost-saving measures, achieved US\$100,000 in savings. Demonstrated strong fiscal acumen and strategic decision-making.
- Revolutionized purchase order processing by streamlining workflows and eliminating bottlenecks in SAP platform. Improved processing time by 60% and reduced payment delays to less than 45 days. Earned a US\$1,000 Spot Award for process improvement excellence.
- Streamlined administrative workflows and procedures, improved operational effectiveness by reducing error rates by 25% with data-backed solutions.
- Provided exceptional executive support by managing multiple complex calendars, expenses, and confidential documents. Increased executive performance by 20% through meticulous attention to detail and data-driven insights on financial data.