

# Don Lim

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## WORK AND RESEARCH EXPERIENCE

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### Green Brick Partners, Inc.

Plano, TX

*Sales and Marketing Analyst & Salesforce Admin*

May 2023 — Present

- Assisting in implementing and testing Salesforce development, UAT, and production environments (Salesforce CRM, Marketing Cloud, Sales Cloud)
- Querying relational databases to validate and clean data for migration into Salesforce (SQL, Python)
- Creating Salesforce reports, dashboards, flows, cadences, and Marketing Cloud email templates
- Developing IBM TM1/Planning Analytics processes and business rules for financial reporting and forecasting (TurboIntegrator, MDX)

### DocuNav Solutions

Frisco, TX

*Support Engineer*

June 2022 — May 2023

- Troubleshooted, built, and tested Laserfiche automated Workflow, Quick Fields, and Form processes
- Maintained non-clustered SQL servers (stored procedures, SSL certs, TLS config)
- Configured folder-, document-, and user-level security using admin consoles and active directory
- Administered internal IT support

### Free Market Institute, Texas Tech University

Lubbock, TX

*Economic Research Assistant*

Aug 2020 — May 2022

- Investigated relevant literature for, revised, and edited book chapters and journal articles

### American Institute for Economic Research

Great Barrington, MA

*EC Harwood Visiting Research Fellow*

Dec 2018 — May 2019

### Free Market Institute, Texas Tech University

Lubbock, TX

*Visiting Research Scholar*

Sep 2018 — Dec 2018

- Researched and presented master's thesis: economic analysis of open-source communities

### Commonwealth Foundation

King of Prussia, PA

*Research Fellow*

Jan 2017 — May 2017

- Created graphical visualizations of Pennsylvania's yearly expenditures and tax policies
- Wrote and edited two weekly publications regarding Pennsylvania's budget and education policy
- Responded to daily email inquiries regarding subsidies, right-to-work laws, and the state budget

### Cato Institute

Washington, DC

*Intern Researcher at the Center for Educational Freedom*

Sep 2016 — Dec 2016

- Compiled and examined TIMSS and PISA datasets related to national education policy
- Summarized Capitol Hill proceedings regarding foreign affairs, trade, monetary, and education
- Produced over 200 Twitter/X posts on @HumanProgress

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## EDUCATION

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### Texas Tech University Department of Agricultural and Applied Economics

Lubbock, Texas

*MS Agricultural and Applied Economics; 3.6 GPA*

May 2022

- Relevant coursework: Causal Inference, Economic Optimization and Machine Learning, Applied Econometrics I & II, Advanced Production Economics, Mathematical Economics, Advanced Market Analysis, Applied Macroeconomics, Applied Microeconomics I & II
- **Tools used:** R (dplyr, tidyr, stringr, ggplot2), Stata, Matlab, Python, SAS,  $\LaTeX$
- **Statistical methods:** OLS, IV, TWFE, DiD, 2SDiD, RDD, matching (propensity score, kernel, entropy, Mahalanobis distance, nearest-neighbor), synthetic control, event study, factor and cluster analysis, logit/probit, segmentation

### CEVRO Institute School of Political Studies

Prague, Czech Republic

*MA Political Science, Philosophy, and Economics (PPE)*

Jun 2019

- Recipient of Full Tuition for Excellence Scholarship

### University of Michigan College of Literature, Science, and the Arts

Ann Arbor, MI

*BA General Studies (Political Science, Philosophy, and History)*

Apr 2016

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## CERTIFICATIONS AND EXAMS

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- Web Applications for Everybody ([K85V99DMXY4U](#)) - Coursera (4 courses) Oct 2023
  - **Tools used:** MySQL, PHP, JavaScript, jQuery, JSON, XAMPP
- Applied Data Science with Python ([9E4EZST8HHFE](#)) - Coursera (5 courses) Aug 2023
  - **Tools used:** Python (regex, numpy, pandas, scikit-learn, matplotlib, seaborn, nltk, networkx)
  - **ML models:** Gradient descent, random forest, decision tree, SVC, linear and logistic regression, lasso, KNN, naïve Bayes, clustering
- Django for Everybody ([SVTRKEJV62T6](#)) - Coursera (4 courses) Jul 2023
  - **Tools used:** Django, SQLite3, HTML5, CSS, JavaScript, Bash
- Passed SOA Exam P May 2023