

# Don Lim

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Financial systems analyst with a proven record in financial systems, business analytics, and process automation. Experienced in IBM TM1/Planning Analytics, Salesforce CRM, SQL, and Python. Skilled at improving forecasting accuracy, financial reporting, and cross-departmental workflows through data-driven solutions. Transitioned from IT to finance to bridge technology and business operations. Pursued a Ph.D. at Texas Tech University before earning a terminal master's degree, uniting academic research and technical proficiency in econometrics and optimization

## WORK EXPERIENCE

### Green Brick Partners, Inc.

Plano, TX

Senior Financial Systems Analyst, Finance and Operations

Nov 2024 — Oct 2025

- Enhanced IBM TM1/Planning Analytics financial models to support weekly and daily forecasting cycles, replacing biannual updates
- Developed a land cash flow module incorporating uniform, annual, and quarterly cost-to-complete spreads, retainage, and payout schedules—reducing forecast preparation time by 50%
- Migrated the mortgage forecast model from Excel to Planning Analytics, increasing calculation speed, granularity from business unit to project level, and integrating personnel and headcount assumptions
- Designed dynamic, auto-refreshing dashboards and visualizations for financial managers, the CFO, and board members, replacing SSRS reports and significantly reducing board package preparation time

Sales and Marketing Analyst, IT

May 2023 — Nov 2024

- Implemented and tested Salesforce development, UAT, and production environments, including training for 200+ end users (Salesforce CRM, Marketing Cloud, Sales Cloud, Data Loader)
- Created Salesforce weekly, quarterly, and ad hoc reports, dashboards, email templates, workflows, cadences, and flows for sales and marketing end users and management
- System admin for ERP and business applications (Constellation NEWSTAR Sales & Enterprise, BuildPro, Calendly, DocuSign)

### DocuNav Solutions

Frisco, TX

Support Engineer

Jun 2022 — May 2023

- Troubleshoot, built, and tested Laserfiche automation Workflow, Quick Fields, and Form processes
- Maintained non-clustered SQL servers (stored procedures, task scheduler, SSL certs, TLS config)
- Configured folder-, document-, and user-level security using admin consoles and Active Directory (AD)
- Administered internal IT support (workstation setups; printer, laptop, and peripherals troubleshooting)

## EDUCATION

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

Lubbock, Texas

Master of Science in Agricultural and Applied Economics, GPA: 3.6/4

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
  - R (tidyverse), Stata, Matlab, Python, SAS,  $\LaTeX$
  - OLS, IV, TWFE, DiD, 2SDiD, RDD, matching (propensity score, kernel, entropy, Mahalanobis distance, KNN), synthetic control, event study, factor and cluster analysis, logit/probit, segmentation

### CEVRO Institute, School of Political Studies

Prague, Czech Republic

Master of Arts in Political Science, Philosophy, and Economics (PPE)

Jun 2019

- Scholarship:** Full Tuition for Excellence

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

Ann Arbor, MI

Bachelor of Arts in General Studies (Political Science, Philosophy, and History)

Apr 2016

## RESEARCH EXPERIENCE

Free Market Institute, Texas Tech University

Aug 2020 — May 2022

American Institute for Economic Research

Dec 2018 — May 2019

Free Market Institute, Texas Tech University

Sep 2018 — Dec 2018

Commonwealth Foundation

Jan 2017 — May 2017

Cato Institute

Sep 2016 — Dec 2016

## CERTIFICATIONS AND EXAMS

- PostgreSQL for Everybody Specialization
  - PostgreSQL, DBeaver, NoSQL, ElasticsearchCoursera, May 2024
- Web Applications for Everybody Specialization
  - MySQL, PHP, JavaScript, jQuery, JSON, XAMPPCoursera, Oct 2023
- Applied Data Science with Python Specialization
  - Python (regex, NumPy, Pandas, scikit-learn, Matplotlib, Seaborn, NLTK, NetworkX), gradient descent, random forest, decision tree, SVC, linear and logistic regression, Lasso, KNN, Naïve Bayes, clusteringCoursera, Aug 2023
- Django for Everybody Specialization
  - Django, SQLite3, HTML5, CSS, JavaScript, BashCoursera, Jul 2023
- Passed Probability exam

Society of Actuaries, May 2023