

# EDWIN LIM

Brooklyn, NY

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*I'm an illustrative communicator who likes to collaborate.*

Northwestern University, B.A. 2014

Majors | Creative Writing, Mathematics, Economics

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## EXPERIENCE

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### Principal Business Architect

Bank of New York Mellon

Dec 2019 - May 2021

- Launched the bank's first enterprise CRM with a \$50 million budget for ~16,000 global employees in Sales & Customer Service
- Engaged with and interviewed hundreds of Subject Matter Experts from multiple Lines of Business to gather and write requirements
- Wrote product roadmaps, tech strategy plans, and data glossaries
- Reviewed and approved all features, architecture, schema, and integrations deployed to CRM solutions
- Directed team of engineers and designers in sprint cadences
- Acted as a technical lead in vendor relationship with Microsoft from the initial RFP stage to POC release to v1 production release

### Developer & Consultant

Contractor

Jul 2018 - Nov 2019

- Developed web applications, data pipelines, and custom tech solutions for clients such as Herman Miller, Design Within Reach, Language Dept., beii.tv, and political campaigns

### Software Engineer

comScore Inc.

Sept 2015 - Jun 2018

- Developed an API and web application that algorithmically picked TV ad inventory and generated advanced viewership data
- Was the Lead Front-end Engineer of the product's AngularJS application and managed the jr. front-end engineers
- Designed product's API, request parameters, and data payloads
- Wrote ETL scripts and custom data pipelines for clients

### Software Engineer

cir.cl

Jun 2013 - Sept 2015

- Developed a web application in Node.js backed by AWS, Postgres, MongoDB, Neo4j, Redis and other Python built micro services
- Developed core features as a full-stack engineer, such as hybrid server and client rendering, server logging, auth, search, and more

### Data Analyst

Obama For America

Campaign HQ

Jan 2012 - Nov 2012

- Generated analytics on \$350 million of TV ad campaign spending to micro-target key voter audiences across the United States
- Assisted building "the Optimizer," an algorithmic TV ad buy system that increased cost effectiveness by 15-20% for 550,000 ads aired
- Coded automated SQL bash scripts to update and sync the campaign's main application database system, "Narwhal"