Suhyun(Ellen) Lim

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EXECUTIVE SUMMARY

My optimal goal is to develop technological treatment for those who have attentional difficulties in learning. Under this goal, I am learning from how to hold successful business to how to develop impactful technologies.
Portfolio : https://shorturl.at/8cnI5

WORK EXPERIENCE

Jun. 2022 – July. 2024	**Boston Consulting Group (BCG)** Senior Associate Consultant	**Seoul, Korea**

- Established rebranding strategy of food manufacturing company's for targeting new market segment by renewal of commerce application(UI/UX) based on the analysis of verbatim and google analytics
- Suggested revised Supply Chain Management strategy to a leading EV battery manufacturer in Korea by redefining functions of organization, data flow and data management map
- Proposed and implemented cost optimizing strategies in procurement of raw materials based on seasonality, established a price forecast model, trained client with price dealing methodology

May.2021– Jun. 2022	**Kearney** Business Analyst	**Seoul, Korea**

- Suggested new customer friendly version of UI of e-commerce application for a domestic leading commerce company based on apple-to-apple comparison among industry leading companies
- Analyzed specific cost drivers to rebuild KPIs and suggested cost modeling stimulator for a domestic leading commerce company
- Implemented operational due diligence (ODD) from Top-line analysis focusing on the competitive advantage for IPO
- Supported procurement efficiency improvement and inventory planning through bottom-line approach by analyzing bills of materials (BOM) and its supply fluctuation for a global elevator manufacturing company

Jun. 2018 - Jul. 2018	**Human Asia** Intern	**Seoul, Korea**

- Recruited student street campaigners for world refugee day, World Foreigner's day to conduct survey of awareness of them, analyzed Indian students feedback on after school class

LAB EXPERIENCE

Oct, 2023, - Dec, 2024	**Developmental Cognitive Neuroscience Laboratory** in Seoul National University Research Assistant

- Recruited and guided participants for a whole process of memory task for children
- Qualified quantitative and visual(fMRI, neuro image) data and analyzed episodic memory task performance and children/adults' traits

EDUCATION

Sept. 2016 – May. 2021	**The University of Hong Kong (CGPA : 3.5/4.0)**	**Hong Kong**

- Double major: Bachelor of Social work and social administration / Business design and innovation Scholarship: Serena Yang award(2017), C.V. Starr Scholarships(2018)
- Related course work: [Social work] Behavior economics, social work in school setting, Research method in social work and social administration, [Design thinking] Concepts and application, Creativity and business innovation, Business statistics

Mar. 2019 – Jun. 2019	**Korea University** (4.25/4.5) *Exchange student*	**Seoul, Korea**

Mar. 2013 – Feb. 2016	**Gyeonggi Academy of Foreign Languages** *Accepted with Full scholarship*	**Uiwang, Korea**

EXTRA CIRRICULAR ACTIVITIES

Sep. 2017 – Sep. 2021	**UNHCR - The University of Hong Kong** **Campaign manager in Student Committee**	**Hong Kong**

- Planned and managed general event such as recruiting student volunteers, street campaign, street fund raising, Ideation & Design for goods to sell for fund raising

Sep. 2022 – Sep. 2023	**Related online coursework** *Took several neurology related courses*

- Human cognitive Nueroscience(MIT) from synapse to society(Utrecht University), Mind and Machine(University of Colorado Boulder), Fundamental Neuroscience for Neuroimaging(Johns Hopkins University), Introduction to linear Algebra (KAIST)

LANGUAGES & OTHERS

Languages	Native in English, Korean, fluent in Japanese(JLPT N2), Chinese (HSK 6)
Skills	Proficiency in Excel, python, MATLAB, Intermediate skill(HTML, JAVA, CSS)