

EUN LIM | 임은

🏠 Seoul, Korea | 📞 010.9893.7642 | ✉ eun.lim03@gmail.com

EDUCATION

University of Toronto <i>H.B.Sc. in Statistics, Economics Double Major</i>	Toronto, Canada 2018.09 – 2021.11 <i>Graduated</i>
Korea University <i>Summer Abroad Program</i>	Seoul, Korea 2019.06 – 2019.08
York University <i>B.A. Specialized Honour in Financial and Business Economics</i>	Toronto, Canada 2016.09 – 2018.04 <i>Attended</i>

PROFESSIONAL EXPERIENCE

Research Assistant <i>Arthur D. Little: Go-To-Market Strategy for Manufacturing Industry</i> <ul style="list-style-type: none">• Market Research & Competitive Intelligence<ul style="list-style-type: none">– Conducted market analysis on 13+ industry players, mapping business models, key products, and market positioning.– Identified 8 key competitors and synthesized insights to support the client's strategic decisions.• Channel Analysis & Market Dynamics<ul style="list-style-type: none">– Built a database of 30+ distribution channels, categorizing key players and defining their market roles.– Developed a structured channel landscape framework, helping refine the client's go-to-market strategy.• Strategic Market Entry Assessment<ul style="list-style-type: none">– Researched emerging business models in the EV and digital signage sectors, identifying key growth drivers.– Strengthened market entry recommendations by integrating expert insights and real-world case studies.• Competitive Benchmarking & Trend Analysis<ul style="list-style-type: none">– Assessed 20+ competitor channel programs, identifying key differentiation factors.– Conducted trend analysis on regulatory and market shifts, supporting the client's strategic pivot.	2025.01 – 2025.03 Seoul, Korea
Intern <i>Dunamu Inc. (Upbit): Anti-Money Laundering Unit</i> <ul style="list-style-type: none">• Risk Assessment & Compliance<ul style="list-style-type: none">– Assessed 50+ business partners for compliance risks, streamlining due diligence and improving efficiency.– Developed a risk assessment framework that enhanced regulatory reporting accuracy.• Transaction Monitoring & Reporting<ul style="list-style-type: none">– Analyzed daily transactions to detect suspicious patterns, enhancing fraud detection processes.– Synthesized findings into compliance reports, supporting senior management decisions.	2022.07 – 2022.10 Seoul, Korea
Research Assistant <i>CVA Korea: New Banking Platform Strategy Project</i> <ul style="list-style-type: none">• Market Research & Competitive Analysis<ul style="list-style-type: none">– Conducted comprehensive research on 150+ platforms, analyzing business models, revenue streams, and competitive positioning.– Provided structured insights that contributed to a client's market entry and expansion strategy.• Benchmarking & UI/UX Analysis<ul style="list-style-type: none">– Evaluated top competitors' service flows, UI/UX design, and customer feedback, translating insights into strategic recommendations.– Designed visual frameworks and flowcharts to support digital transformation initiatives.• Data Validation & Report Optimization<ul style="list-style-type: none">– Reviewed and refined internal and external reports, ensuring data accuracy and consistency.– Standardized research methodologies, improving the comparability and reliability of benchmark analysis.	2021.10 – 2021.12 Seoul, Korea

LICENSES & CERTIFICATIONS

Certified Investment Manager | Issued by: Korea Financial Investment Association | Issued Date: 2022.02.24

OPIc AL | Issued by: ACTFL | Issued Date: 2023.09.09

SKILLS

Data Analysis & Visualization: R (Expert), Python (Advanced), Stata (Beginner), MySQL (Beginner)

Tools: MS Excel (Advanced), PowerPoint (Advanced), Word (Advanced)

Language: English (Native), Korean (Native)

EXTRACURRICULAR ACTIVITIES

Fencing at York

Club President, Women's Sabre Team Captain

Toronto, Canada

2017.05 – 2018.06

- **Fundraising and Sponsorships**

- Secured approximately CAD 1,000 in funding through negotiations with the university's sports department.
- Improved team performance over one semester, leading to additional financial support from school.

- **Financial Planning and Management**

- Developed detailed financial plans for allocated funds and finalized them in collaboration with team executives.
- Oversaw fund utilization, ensuring transparency and effective budget management.

- **Coach Recruitment and Training Planning**

- Mediated salary negotiations between the head coach and the sports department.
- Recruited three assistant coaches through networking, securing their voluntary support.
- Organized weekly meetings with coaches to plan training schedules and set performance goals, tracking progress regularly.

- **Event Planning and Execution**

- Organized recruitment events, fundraising activities, official tournaments, and friendly matches with other universities.
- Hosted the York University Fencing Championship, elevating the club's reputation and engagement.