

EUN LIM | 임은

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

EDUCATION

Cumulative GPA 3.44/4.5

University of Toronto

H.B.Sc. in Statistics, Economics | Double Major

Toronto, Canada
2018.09 – 2021.11 | Graduated

Korea University

Summer Abroad Program

Seoul, Korea
2019.06 – 2019.08

York University

B.A. Specialized Honour in Financial and Business Economics

Toronto, Canada
2016.09 – 2018.04 | Attended

PROFESSIONAL EXPERIENCE

Research Assistant

2025.01 – 2025.03

Arthur D. Little: Go-To-Market Strategy for Manufacturing Industry

Seoul, Korea

- **Market Research & Competitive Intelligence**

- 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**

- 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**

- 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**

- Assessed **20+ competitor channel programs**, identifying key differentiation factors.
- Conducted **trend analysis** on regulatory and market shifts, supporting the client's strategic pivot.

Intern

2022.07 – 2022.10

Dunamu Inc. (Upbit Anti-Money Laundering Unit)

Seoul, Korea

- **Risk Assessment & Compliance**

- 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**

- Analyzed **daily transactions** to detect suspicious patterns, enhancing fraud detection processes.
- Synthesized findings into **compliance reports**, supporting senior management decisions.

Research Assistant

2021.10 – 2021.12

CVA Korea: New Banking Platform Strategy Project

Seoul, Korea

- **Market Research & Competitive Analysis**

- 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**

- 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**

- Reviewed and refined **internal and external reports**, ensuring data accuracy and consistency.
- Standardized research methodologies, improving the comparability and reliability of benchmark analysis.

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.