

# Eun Lim | 임은

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🌐 For more details, visit: [eunnie.github.io/eun.lim](https://eunnie.github.io/eun.lim)

## Education

Cumulative GPA: 3.44 / 4.5 (Honours Bachelor of Science)

**H.B.Sc. in Statistics, Economics** (Double Major)

University of Toronto (Graduated)

Sep 2018 – Nov 2021

Toronto, Canada

**Summer Abroad Program**

Korea University

Jun 2019 – Aug 2019

Seoul, Korea

**B.A. Specialized Honour in Financial and Business Economics**

York University (Transferred to University of Toronto)

Sep 2016 – Apr 2018

Toronto, Canada

## Professional Experience

**Research Assistant**

2025.01 - 2025.03

**Arthur D. Little:** GTM 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 Digital Platform Strategy for a Financial Institution

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.

## Skills

**Languages:** English (Native), Korean (Native)

**Data Analysis & Visualization:** 🐍 Python (Advanced), 📊 R (Advanced)

**Office Tools:** 📊 Excel (Advanced), 📄 PowerPoint (Advanced), 📝 Word (Advanced)

Certifications

Certified Investment Manager (투자자산운용사), issued by Korea Financial Investment Association 2022

Leadership & Activities

Club President, Women’s Sabre Team Captain 2017.05 – 2018.06  
Fencing at York Toronto, Canada

- Initiated and led fundraising efforts, securing CAD 1,000+ in sponsorships and school funding through strategic proposals.
- Planned and managed club budgets collaboratively with executives, ensuring transparent and efficient fund allocation.
- Recruited 3 assistant coaches via personal outreach and negotiation; co-led weekly sessions to align training and performance goals.
- Organized university-wide tournaments and intercollegiate matches, enhancing the club’s visibility and institutional support.