

JOSEPH W.LIM

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EDUCATION

University at Buffalo, The State University of New York
Bachelor of Science, Biomedical Engineering

May 2019

EXPERIENCE

GALE Partners, New York, NY

June 2019 - June 2020

Graduate Development Program Associate

- Rotated through different departments such as Data Science, Addressable Marketing, Client Services, and Strategy, to develop a comprehensive understanding of marketing and consulting
- Automated sales and marketing reporting to track performance by media campaigns to reduce manual entry of data and errors in reporting using Python
- Analyzed consumer data to report on KPIs and present insights to different internal groups to improve clients' customer retention and engagement
- Created media dashboards to track performance across social channels, identify areas of improvement, and platform producing the greatest ROI.
- Supported multiple accounts in the retail, automobile, and food industry by time managing project deliverables, assisting in budget allocation, and performing quality assurance on creative assets.

University at Buffalo Center for the Arts, Buffalo, NY

September 2018 - May 2019

Accounts Payable & Receivable Clerk

- Upgraded order management process and increased efficiency by creating a centralized live order tracking system using Google Suite to manage finances, fulfill orders, and shift to digital billing
- Improved the company's financial management by creating an Excel financial recording system to track balances, payments, and revenue
- Maintained and reconciled account payments against payables recovering over \$3000 from unpaid balances

Department of Industrial and Systems Engineering - University at Buffalo, Buffalo, NY

September 2018 - May 2019

Data Analyst/Research Assistant

- Analyzed, visualized, and ensured the quality of data collected in various projects by utilizing Excel to understand human factors' influence on safety at the workplace
- Programmed software to automate data analysis and visualization using Python scripts to identify trends in data
- Utilized Tableau to geographically represent routes of truck drivers across the US

Global Green USA, New York, NY

May 2018 - August 2018

Sustainable Cities Engineering Intern

- Conducted cost analysis and research on current sustainability solutions to consult cities in the United States to develop their research and pilot programs for sustainability
- Presented before various city council members in the US and published on Global Green's website, [a technical article](#) about stormwater management and compost use for municipalities to evaluate best fit green infrastructure options
- Prepared brief financial market summaries, resource planning, and data analysis for projects such as NYC Solar Project and West Africa Resilience

PROJECT EXPERIENCE

Senior Design Project - Combating Antimicrobial Resistance

Fall 2018 - Spring 2019

- Created a database using SQL to store and analyze patient information for front-line providers to recognize patterns and derive actionable insights in antibiotic decisions
- Developed front-end applications using HTML, PHP, and CSS based on user requirements
- Performed competitive market research, cost analysis, and worked closely with doctors to develop various prototypes

Functional Electrical Stimulation Device System Design

Fall 2018

- Collaborated on a team of five to design an E-Stim Device for post-stroke patients experiencing foot drop
- Applied a systems engineering approach incorporating various disciplines such as mechanical, software, electrical, system, and operation design
- Led the development of mechanical design during the concept stage to ensure successful completion of project goals

SKILLS

Computer Languages: Python, R, MySQL, SQL, HTML/CSS, MATLAB, PHP

Productivity Software: Google Analytics, Tableau, Microsoft Excel, Word, and Powerpoint.