JOSEPH W.LIM

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EXPERIENCE

Veeva Systems, New York, NY   **Jan 2021 - Present**
Associate Business Consultant - Global Commercial Analytics
- Analyze CRM data to continue developing Veeva Pulse, an industry benchmark offering that provides clients with global and market-specific insights to understand how digital channels have changed interaction among both HCPs and commercial life science teams
- Deliver business insights and aid in the management of $1.5M+ analytic solutions for SMB to large enterprise Pharma companies by understanding how data may be used to solve emerging business problems and develop recommendations
- Develop dashboards utilizing Tableau to meet the specialized demands of the client's global stakeholders to monitor sales force effectiveness, internal KPIs, and the competitive environment to enable global change management
- Create brand identity guidelines, PowerPoint toolkits for presentations, training material for new analysts, and develop internal analytics capabilities through the standardization of reporting metrics and consumption to contribute to the business consulting growth strategy

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 deliver findings to various internal groups in order to improve client retention and engagement.
- Created media dashboards to evaluate performance across social channels, identify areas for development, and determine which platform produces the highest ROI
- Supported multiple accounts in the retail, automobile, and food industry by time managing project deliverables, budget allocation assistance, 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 the impact of human factors on workplace safety
- 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

EDUCATION

University at Buffalo, The State University of New York
Bachelor of Science, Biomedical Engineering   **May 2019**

Google Data Analytics Professional Certificate
Google   **April 2021 - Current**

SKILLS

Computer Languages: Python, R, MySQL, SQL, HTML/CSS, MATLAB, PHP
Productivity Software: Tableau, Apache Superset, Google Analytics, Microsoft Excel, Word, and Powerpoint.