

Joshua Lim Yong Loon

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EDUCATION

2021-2025 **Brown University**

- Anthropology (BA) and Computer Science (BA)
- GPA: 3.8

SKILLS

- Photoshop, Illustrator, Figma, Premier Pro
- PowerPoint, Excel, Word
- Python, Java, C++, C, React, HTML, CSS
- Experience with buying and creating Facebook ads and copy editing.
- Experience with data analysis from Instagram Business account.

WORK EXPERIENCE

April- June 2022 **Digital Industry Singapore** (Singapore's national Tech growth agency)

- Strategy Intern at Singapore government's inter-agency taskforce for global technology startups
- Developed a strategic roadmap that was used to tailor the organization's approach to consumer platform startups including social media influencer recruiting platforms.
- Initiated market research and conducted interviews with industry experts to develop method of categorizing Consumer platforms in APAC region.

April- June 2021 **Enterprise Singapore** (Singapore's business development agency)

- Strategy Intern
- Devised a metric which streamlined the Productivity Solution's Grant approval process for local business, cutting down approval times and reducing risk of fraud.
- Facilitated national grant disbursement project and led meeting briefs with the leaders of national Chambers of Commerce to encourage globalization local businesses.
- Reorganized the directory of government resources distributed to portfolio companies to maximize business outcomes at virtual trade fairs during the pandemic.

Nov '20- Mar '21 **FinCARE** (A social enterprise providing financial wellness programs)

- Marketing Intern
- Conducted research on prospective market segments and initiated brand redesign to address a younger audience which involved a website redesign and implementing SEO best practices which led to increased traffic and email list signups.
- Developed comprehensive rebrand of the startup in consultation with top management in line with tone, and voice of the brand.
- Managed software team on project to maximize website User Experience.

2017-2018 **IndepOnline** (School's largest social media account)

- Head of Publication
- Developed a new social media strategy to increase engagement by implementing best practices including, strategic time for posting and doubling down on short form video content.
- Founded the "Series" Initiative. A compilation of interviews which focused on niche aspects of the school and Alumni population.

RESEARCH

2023 Research on customer behavioral patterns at Coffee Exchange coffee shop

- Conducted an ethnographic study of how the layout of the coffee shop contributed to customer's perception of luxury and authenticity.
- Focused on the notion of 'authenticity' and how fixtures of the shop's design reinforced this idea in the mindscape of customers which in turn drove brand loyalty.

2018 Extended Essay on Under Armour Marketing Strategies

- Conducted market research on Under Armour's marketing, focusing on its approach to 'Classical Conditioning' and female celebrity endorsements.

2017 Research on PS. Love

- Initiated market study on behalf of a Singaporean CPG startup offering disposable heat packs to alleviate menstrual cramps. Conducted analysis on its marketing strategy producing a report for suggested improvements.

ACTIVITIES

2021-2023 Analyst at Van Wickle Ventures

- Initiated sourcing calls with Brown Alumni launching startups and led due diligence projects involving financial projections, returns analysis and advisor checks in preparation for a pitch to our investment board.
- Conducted follow-up updates with sourced companies and stakeholders immediately after investment decisions and another 6 months later

ACHEIVEMENTS AND SCHOLARSHIPS

Enterprise Singapore Global Executive Scholarship

- Singapore's agency for business development. It manages national policy and administers grants for small business on a sector specific basis. It also handles macro-economic concerns facing large enterprises such as tech crunches and funding.

Ministry of Education

- Edusave Certificate of Academic Achievement 2014 (School Top 25%)
- Enrolled in Integrated Programme for gifted students (2014-2016)

Ministry of Education

- Edusave Award for Achievement, Good Leadership and Service (EAGLES) 2018
- Edusave Award for Achievement, Good Leadership and Service (EAGLES) 2016
- Edusave Award for Achievement, Good Leadership and Service (EAGLES) 2014

SKILLS & INTERESTS

Junior Achievement Social Innovation Relay 2017

- Team Leader for InnovAC (National Top 20 Teams)
- Devised an idea for a platform that provided Charities with volunteers leveraging local educational requirement for high school student social work hours. This would be funded by a profit arm that matched corporate clients with part-time workers for events.

International Enterprise Singapore Global Business Challenge 2017

- Proposed idea of MindChamps tuition center's expansion into Southeast Asia via building an E-learning portal with video conferencing service by Singaporean teachers.

Languages: English (fluent), Mandarin (conversational), Spanish (Intermediate), Malay (Basic),