

# NICOLE LIM

Mobile: +31 0625487881 Email: nicolelimyunyee@gmail.com Citizenship: Singapore Citizen

## Education

### MSc Management + Master's in International Management (CEMS)

Aug 2018 - Nov 2019

National University of Singapore (NUS), Singapore

Aug 2019 - Nov 2019

Rotterdam School of Management, Erasmus University, **Netherlands**

Jan 2019 - Jun 2019

- Head of CEMS Club Rotterdam's Alumni Relations Committee: Led a team of four people to strengthen the alumni-student community through the creation of an alumni database and well-received events such as an entrepreneurship panel and a rotational dinner
- Consultant for a 6-month Business Project for Beiersdorf (NIVEA): Conducted Design Thinking workshop. Developed three product ideas

UCD Michael Smurfit Graduate Business School, **Ireland**

Aug 2018 - Dec 2018

- Head of CEMS Club Dublin's Corporate and Alumni Relations Committee: Led a team of four people to organise alumni-student events and took the initiative to re-start a defunct alumni club that is currently fully functioning (<http://tinyurl.com/lcireland>)
- Awarded the highest possible grades (A) for the courses: Supply Chain Sustainability and International Business Strategy

### Bachelor of Business Administration, Specialising in Marketing (First-Class Honours)

Aug 2014 - Jun 2018

National University of Singapore (NUS), **Singapore**

- Leong Siew Meng Memorial (Marketing) Scholarship Recipient: Awarded for excellent academic results in three core marketing modules
- Awarded a place in the University Scholars Programme: Multidisciplinary scholars programme - only admits 200 NUS students each year
- Awarded the University Scholars Programme President's Honour Roll, for excellence in intellectual and leadership qualities
- Achieved the highest possible grade for the Honours Thesis (A+)

## Experience

### Consultant (Marketing, Sales and Distribution)

Jun 2018 - Aug 2018

CEMS New Generation Consulting: Consulting For an Indonesian Social Enterprise

- Collaborated in an international, virtual, five-person team as a consultant for the client. Weekly findings were presented to CEO
- Led market research on Indonesian consumers. Led analysis on client's current SEO strategy. Created customer profiles
- Praised by CEOs for providing actionable and specific recommendations, i.e. improving their SEO strategy and pivoting to B2B
- Developed client learning through a CRM system proposal, and designed and developed a key conversion rates tracking tool

### Marketing and Production Assistant

May 2017 - Sep 2017

Singapore GP Pte Ltd: Race Promoter for the Formula 1 Singapore Grand Prix

- Managed production timelines and 5+ vendors. Ensured tickets and packaging met quality standards. Fulfilled for 250,000 patrons
- Collaborated in planning and costing for a month-long Pop-Up Store along Orchard Road. Eventual footfall of ~30,000 people at Pop-Up Store (<https://tinyurl.com/pitstopatorchard2017>)
- Created content and design for outdoor Formula 1 and motor racing educational panels. Total combined reach of around 80,000 people
- Co-led planning, coordination and execution of activations to promote the Singapore Grand Prix; ~10 brand activations conducted

### Media and Customer Relations Intern

May 2016 - Jun 2016

Agri-Food & Veterinary Authority of Singapore (AVA)

- Crafted creative social media posts and organically increased engagement on AVA's Facebook page. Received praise from supervisor
- Researched and created plans for social media campaigns designed to educate public on food safety and animal welfare

### Marketing and Production Intern

May 2015 - Sep 2015

Singapore GP Pte Ltd: Race Promoter for the Formula 1 Singapore Grand Prix

- Supervised a 10-person survey crew to obtain patron feedback, and a brand activation team of six to generate hype for race weekend
- Co-led exclusive Pharrell Williams T-Shirt contest. Received ~100 entries (E.g. <https://www.singaporegp.sg/media/press-release/175>)
- Crafted social media posts to generate hype for the Formula 1 Singapore Grand Prix (E.g. <https://tinyurl.com/singaporegpmaroon5>)

### Operations Assistant

Jan 2014 - Jun 2014

Kartright Pte Ltd: Singapore's First-ever Permanent Competition-length Karting Race Track

- Managed running of go-kart facility - cashier duties, drivers' safety briefings, and race marshalling. Ensured smooth running of facility
- Liaised with clients to coordinate private/corporate events with local and international firms. Largest corporate event had 200 participants

## Achievements

### Student Consultant (Go-to-Market Strategy)

Aug 2017 - May 2018

NUS Business School Field Service Project: Consulting for a Singaporean FinTech Startup

- Collaborated in a team of four as a consultant for the client. Met client bi-weekly in an iterative process for nine months
- Performed first-hand market research. Led data analysis to model data from over 200 survey responses. Verified crucial hypotheses
- Redefined problem and value proposition for client through data analysis and in-depth focus group interviews
- Client implemented key recommendations, i.e. increasing consumer trust via transparent advisor curation. Awarded an "A" grade by NUS

### Winner of Singapore-wide African Challenge Business Model Case Competition (New Market Entry)

Mar 2017 - Sep 2017

NTU-SBF Centre for African Studies: Trilateral platform with governments, businesses and academia

- Winning team of the 2017 African Challenge Business Model Competition, organised by the NTU-SBF Centre for African Studies
- The judging panel included a high profile team of global senior business executives and government managers
- Developed business model and implementation plan for market entry into South Africa with a new mobile application concept

## Volunteering Work

### Web Developer, Designer and Weekly Dog Kennel Volunteer

Mercylight Adoption: Dog Shelter that rescues, rehabilitates and rehomes stray dogs in Singapore

- Manages website: <http://mercylight.wixsite.com/mercylight> in a three-person team

Dec 2017 - Present

- Designed two posters for two adoption drives (E.g. <https://tinyurl.com/mercylight>)

- Cooperated in a team of four to walk and feed 50 dogs at dog kennel; Cleaned kennel; Medicated sick dogs

Dec 2017 - Aug 2018

## Skills and Interests

- Highly-skilled in team management, presentations, public speaking, design and slide-making (<https://tinyurl.com/nicolelimsampleslides>)
- Proficient in Microsoft Office, SPSS, statistical analysis and Photoshop. Knowledge of Google Analytics, HTML and CSS
- Fluent in English. Working knowledge of Chinese (Mandarin). Beginner in German, French and Cantonese
- Passion for Formula 1, motorsports, cars, go-karting, theatre, the arts, painting, dogs and travelling