

TALENT LIM

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An accounting graduate, who is passionate in Data Analytics. Collaborative, curious, and responsible are what I offer. Hard working and willing to learn in order to advance and grow for the company.

EDUCATION

February 2025 – Present

MASTER OF INFORMATION TECHNOLOGY, MONASH UNIVERSITY

September 2018 – August 2021

BACHELOR IN ACCOUNTING AND FINANCE, SINGAPORE INSTITUTE OF MANAGEMENT

EXPERIENCE

October 2021 – October 2024

CONSUMER BANKING ANALYST (EDMA), PERMATABANK, JAKARTA

- **Identify trends, visualize, and present insights** to internal stakeholders using **SAS, Excel, and Python**.
- Identify top up opportunity for New to Bank customers, resulted in **IDR 90Bio (AUD 8.6Mio) balance increase**.
- Revamped **Bancassurance Priority Campaign**. Resulted in increase of Bancassurance Campaign take up rate by **667% from 1.2% to 8% (IDR 4Bio (AUD 400K) increase in revenue)**.
- Conducted root cause analysis of **2Mio duplicated customer identification number for bank wide project**. Performed, and managed cross-departmental collaboration to devise process improvement, and data clean up strategy.
- Involved in 2 Enterprise Data Management projects (CRM and MIS). **Bug fixing on enterprise data** by identifying data anomalies, and root cause analysis to source system for MIS purpose. Identified SQL data parameter from WB SME **business requirements, and business processes** for CRM purpose.

May 2020 – June 2020

FINANCIAL ADVISOR INTERN, ADVISORS ALLIANCE GROUP, SINGAPORE

- Researched job market in Indonesia and **provide ideas, solutions to improve AAGI young talents recruitment**.
- Increased Indonesia's youths financial literacy by holding Webinar with "Investment 101, and Money Management" theme, and creating engaging educational posts.
- **Took up a role of moderator**, and webinar was successful with **more than 180 participants**.

PROJECT

October 2022

KANG – WEB ANALYTICS AND REPORT

Link: <https://tlim-lab.github.io/Kang/dashboard.html>

- Built Static Web of online resume or online profile. Web built with **HTML, and CSS**.
- Collected web traffic data with google analytics and **created online report on Google Data Studio**.

February 2021

STOCKHOLDER PERFORMANCE ANALYZER

YouTube Link: <https://youtu.be/Qg3zCQu3kTM>

- **Built WebApp to measure growth, profit, and track stocks owned** by stockholders with historical and real time stocks data, utilizing open source API.
- WebApp built with **Django, Python, and JavaScript**.

SKILLS

- Knowledgeable in IT, Banking, and Finance.
- Good communication and presentation skill.
- Proficient in **Microsoft Office Application, SAS, SQL, and Python**.

LANGUAGES

- English (Fluent).
- Bahasa (Native)