URIM CHOI, CPA

60 Monitor St. Apt 6B
Brooklyn, NY 11222

✉ urim.choi@gmail.com
📱 (817) 437-7954
in linkedin.com/in/urimchoi

EDUCATION

McCombs School of Business, University of Texas at Austin

Master in Professional Accounting
Bachelor in BA, Accounting
Overall GPA: 3.78 / 4.00

SKILLS

Web Development:
HTML/CSS
jQuery
Javascript & CoffeeScript
PHP

Financial Analysis:
Financial Modeling
Visual Basic (Excel Macros)

Data:
MySQL
Python - developing

INTERESTS

Web development

App development

Data Analytics

Finance

EXPERIENCE

Standard & Poor's Dow Jones Indices
New York, NY

Senior Financial Analyst | October 2013 - Present

+ Solely responsible for operating and analyzing S&P's ETF revenue stream, which makes up more than 50% of the business unit's total revenue.

+ Created an ETF revenue model to forecast ETF performance based on over 700 products.

+ Designed, developed and launched an interactive ETF market analysis tool for internal users that analyzes S&P's ETF performance with market competitors. Increased the number of data points by 5x for higher fidelity analysis and cut the report turnaround time in half (6 mos to 3 mos)

+ Lead process improvement projects to streamline internal systems and improve report reliability. Reduced approximately 20% of man hours for the billing team in 2014.

Freelance Web Developer
New York, NY

Developer | 2010 - Present

+ Communicate with clients to gather requirements and manage expectations.

+ Identify design and development challenges and create solutions appropriate to the client's audience.

+ Collaborate with the web designer to make UI and UX decisions that best fits the client's needs.

+ Own the testing and implementation phase of the project to ensure the goals of the project has been met.

Ernst & Young LLP
New York, NY

Senior Associate | December 2012 - September 2013

+ Created models to assess the reasonableness of high risk estimates such as revenue forecasts, fixed asset impairments, and bad debt provisions.

+ Managed teams of 2-5 associates for projects averaging 3,000 man hours each. In one instance, reduced project completion time by two weeks.

+ Experience with financial management systems such as Great Plains, PeopleSoft, and SAP on a daily basis.