

# Julie H. Lim

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## PROFESSIONAL EXPERIENCE

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- Venture for America, Remote | Fellow** December 2019 - Present
- Training to become an entrepreneur and strengthen local economies through job creation
- Sustainable Seattle, Remote | Freelance Consultant** July 2019 - October 2019
- Conceptualized 3 business programs (i.e membership, fellowship, and executive education) to engage with local businesses
  - Designed a modular sponsorship packet to be customizable to any potential donor
- Center for Global Leadership & Sustainability, Irvine, CA | Sustainability Coordinator** June 2018 - July 2019
- Authored a 68 page proposal to add business sustainability and ethics courses into the department's curriculum
  - Organized a business sustainability event with 178 attendees through marketing and organizational partnerships
  - Presented a program to the Lieutenant General of California that would build relations with international schools
- Associated Students of University of California, Irvine, Irvine, CA | Business Senator & Finance Chair** January 2017 - June 2019
- Founded a \$1000,000 funding board to financially support student initiatives
  - Inaugurated the increase of student worker stipends with a 20% average raise to support fair wages
  - Interviewed 40 student constituents to discover the impact income, race, gender, and disability has on student experience
- Formosa Packaging, Irvine, CA | Marketing Intern** January 2019 - March 2019
- Authored 6 articles on sustainable flexible packaging to increase SEO of the new compostable & recyclable brand line
  - Revamped 2 company websites to increase SEO by inputting keyword phrases and improve user experience design
- Belkin, Irvine, CA | Product Management Intern** June 2018 - August 2018
- Analyzed the prices of 10 underperforming products using regression analysis on Excel which lead to a 42% cost reduction
  - Researched and assessed the feasibility of 3 potentially new products by researching their profitability and competitors
- Bottle Rocket, Irvine, CA | Project Management Intern** March 2018 - July 2018
- Developed a social media content calendar and increased the company's Facebook page engagement by 71%
  - Redesigned the payment site which led to the reduction of paper check and delivery costs by 51% in one month
- UCI Global Sustainability Resource Center, Irvine, CA | Procurement Intern** October 2017 - June 2018
- Created sustainable procurement guides for staff members by researching best practices and local vendors
  - Developed a questionnaire to provide managers the ability to evaluate vendors across various criteria of sustainability

## LEADERSHIP EXPERIENCE

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- In The Green, Irvine, CA | Founder & President** December 2018 - June 2019
- Partnered with the Basic Needs Hub to launch a food recovery program to reduce waste and offer food to 30,000 students
  - Planned an event with 121 attendees on Diversity & Inclusion in the Workplace to progress firms' social responsibilities
  - Initiated a waste audit and received \$15,000 to install recycling and composting bins that led to a 58% landfill diversion rate
- Financial Literacy Association, Irvine, CA | Founder & President** June 2017 - June 2019
- Spearheaded the Personal Finance Workshop series with 214 attendees to increase students' financial literacy
  - Founded UCI's campus wide stock market competition with 314 participants during its pilot program
  - Raised \$25,000 from sponsors including Affinity Investment Advisors and Aristotle Capital Management
- UCI Costa Rica Program, Costa Rica, CA | Student Researcher** October 2017 - June 2018
- Conducted research on the impact ecotourism imposes on society and the environment by interviewing 30 locals

## AWARDS

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- Small Change, Better World Grant, Irvine, CA** June 2018
- Awarded to create a music program at a substance abuse rehabilitation center
- Barnes and Noble College Scholarship, Irvine, CA** May 2018
- Awarded for launching a student hub on campus to provide resources and space for formerly incarcerated students

## EDUCATION

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- University of California, Irvine, Irvine, CA** June 2019
- Bachelor of Arts in Business Administration  
GPA 3.99/4.00; Chancellor's Award of Distinction; Summa Cum Laude

## ADDITIONAL INFORMATION

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**Skills:** Graphic Design; Web Design; Adobe Photoshop; Excel; Davinci Resolve; Wordpress

**Interests:** Sustainability; Podcasts; Information/Data Visualization; Comedy Class; Fitness; Songwriting