

PROFESSIONAL EXPERIENCE

LIM STRATEGIES

New York, NY
Oct 2017 – Present

FOUNDER AND MANAGING DIRECTOR

- Serve as lead technology products advisor for New York City Veterans Alliance, a startup organization focused on advocating for the rights of military veterans and military families living in the greater NYC area.
- Deliver customized software (SaaS) platform training and provide strategic recommendations for nonprofits such as GLAAD, directly improving staff competency in online fundraising, email outreach and SMS engagement.
- Manage remote team members during projects focused on website redesign, payment processor migration and user experience optimization.
- Develop and oversee digital marketing and international business development strategy for Barricade International, a U.S.-based eco-friendly fire prevention company.

UPLAND SOFTWARE

Brooklyn, NY and
Remote
July 2015 – Sep 2017

ACCOUNT MANAGER/CUSTOMER SUCCESS STRATEGIST

- Increased the value of my assigned portfolio of accounts from \$500K to \$750K (ARR) during a 2-year period, while consistently exceeding corporate standards for client satisfaction and minimizing churn.
- Spearheaded the addition of Upland's SaaS products to the General Services Administration Schedule, generating \$100K+ of new revenue and creating unlimited potential for future sales to U.S. government agencies.
- Created and implemented systems to optimize knowledge transfer while onboarding new hires and contractors who joined Upland's team as a result of corporate acquisitions.
- Translated customer expectations into engineering specifications, facilitating the development and release of 12 key platform features.
- Managed the growth and development of B2B partnerships with software companies such as NationBuilder and Frakture, resulting in enhanced CRM integration options for clients.

NATIONBUILDER

Los Angeles, CA
Mar 2014 – Apr 2015

CUSTOMER SUCCESS MANAGER

- Grew the monthly recurring revenue associated with 100+ Canadian B2C and B2B accounts, contributing to the international success of a U.S.-based SaaS startup.
- Onboarded 6 newly-hired Canadian employees, enabling the launch of NationBuilder's first international offices in Toronto and Vancouver.
- Converted over 40% of leads into trial users and provided top-tier support to drive product usage by increasing overall customer happiness.
- Drove platform adoption by native French and Spanish-speaking users through collaboration with software engineering team members and NationBuilder's network of developers who specialized in multilingual site design.

**LIM GLOBAL
EDUCATION**

Nanjing, China
June 2011 – Feb 2014

FOUNDER AND MANAGING DIRECTOR

- Conducted 1000+ hours of group and one-on-one trainings that prepared Chinese high school students for American university life and enhanced the cross-cultural communication skills of Chinese professionals.
- Negotiated short and long-term contracts with mid and senior-level executives from companies such as Ericsson, Canon and HP.
- Designed curriculum for university-level courses on academic English writing and research methodology for a cohort of international students from 15+ countries.

EDUCATION

**NEW YORK
UNIVERSITY**

Master of Science in International Relations (including a summer study abroad program in Shanghai, China)

**COLORADO STATE
UNIVERSITY**

Bachelor of Arts in Political Science and Spanish (including one semester abroad in Castellon de la Plana, Spain)

SKILLS

- Bilingual (Spanish/English); proficient in French and Mandarin Chinese.
- Demonstrated ability to utilize CRM systems such as Salesforce and NationBuilder.
- Highly competent in the use of Excel, Google Analytics, WordPress, and MailChimp.
- Ready to lead educational/training webinars on a variety of different SaaS and digital marketing topics, based on 3 years of experience in this area.

COMMUNITY LEADERSHIP

NEW YORK CARES

New York, NY
2016 - Present

TEAM LEADER

Serve as a main point of contact and volunteer coordinator for projects involving community partners such as the Arab-American Family Support Center. Facilitate U.S. citizenship clinics at venues including the Bronx Zoo and the Brooklyn Public Library.

**VETERATI AND
VETSINTECH**

New York / Remote
2009 - Present

CAREER MENTOR / CIVILIAN ADVOCATE FOR VETERANS

As a military spouse and family member of several veterans, I have spent much of the past 9 years volunteering with projects designed to bridge the civilian-military divide. I started mentoring veterans and military spouses with Veterati in 2015, and I have previously volunteered with Iraq and Afghanistan Veterans of America, a veterans advocacy nonprofit. In the university context, I provided resume critiques and helped veterans with job interview preparation as part of a professional development program at the University of Southern California (2014-2015). I have also volunteered to offer tutoring and generalized academic support services to student veterans at New York City College of Technology.