

Vivien Y. Chim

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EDUCATION

Master of Science in Real Estates

September 2021 - June 2023

College of Built Environments, University of Washington

Current & Planned Courseworks:

- Real Estate Finance and Investment
- Accounting for Real Estates
- Financial Modeling for Real Estate I - Excel
- Quantitative Methods in Real Estate (R Script)
- Advanced Finance and Investment
- Sustainable Construction

Bachelor of Arts in Economics and Political Science, Political Economy

September 2015 - June 2019

College of Arts and Sciences, University of Washington

PROFESSIONAL EXPERIENCES

UW Facilities, Real Estate | Seattle, WA

Transaction Assistant

December 2021 - Present

Assisting the business operation activities within the University of Washington Real Estate office

Ovalware | Taipei, Taiwan

Customer Support Specialist

December 2020 - August 2021

Managed B2B and B2C customer relationships through providing after-sale support

- Managed company's external communication channels (email, Amazon message, Facebook, Instagram) by resolving 20+ inquiries a week in order to increase customer brand loyalty
- Implemented CRM system for 200+ wholesale customers and tracked all direct-to-consumer engagement using monday.com
- Analyzed CRM data through creating an automated dashboard and derived top 5 customer pain-point for product improvement
- Standardized the company's warranty policy and implemented a 90 days buy-back guarantee for wholesale customer
- Automated warranty claim process across social media which increased productivity by 20%
- Created a FAQ website that decreases monthly inquiries volume by 27% which reduced time spent on responding to emails by 40%
- Profiled key consumers through analyzing market research survey results

PSB Insights | Bellevue, WA

Market Research Analyst

August 2019 - August 2020

Managed market research project from information gathering to creating client-facing reports

- Monitored impact of negative publicity on client's brand image (favorability & trust) by conducting bi-monthly survey research on 2000+ US News Consumers over a period of 8 months
- Analyzed marketing message effectiveness through conducting A/B testing and assessed responses from the target demographic
- Evaluated client's community outreach and support program effectiveness through bi-annual quantitative survey in 8 countries and annual focus groups with 6-10 participants
- Identified client target consumer's priorities and feature preferences through MaxDiff analysis
- Created and maintained Excel scorecards for clear and accurate reporting of monthly and quarterly brand tracker results
- Designed Powerpoint templates for reporting of quantitative trend data and qualitative findings using tables, graphs, and word clouds

Market Research Intern

October 2018 - March 2019

Proofread survey, data analysis report, and client deliverable with high level of attention to details

Greater Seattle Partners | Seattle, WA

June 2018 - August 2018

Economic Development Intern

Supported business recruitment, expansion, and retention in the Greater Seattle Area through site selection assistance

- Compiled and graphed regional economic data using Tableau dashboard through desk research
- Organized 50 clientele information and maintained meeting records using Salesforce

Skills

Language: Fluent in English and Mandarin Chinese (Traditional and Simplified)

Computer: Microsoft Powerpoint and Excel, Salesforce, monday.com; Proficient in Microsoft Office Suite and Google Products, R Script

Other: Customer Service, Market Research, Quantitative and Qualitative Survey Research, Project Coordination, Teamwork