

# Vivien Y. Chim

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## EDUCATION

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### Master of Science in Real Estates

September 2021 - June 2023

College of Built Environments, University of Washington | GPA: 3.73

#### Relevant Courseworks:

- Real Estate Finance and Investment I & II
- Real Estate Valuation and Appraisal
- Financial Modeling for Real Estate
- Impact Lending to Underserved Communities
- Real Estate Economics and Market Analysis
- Real Estate Data Analytics and Visualization

### Bachelor of Arts in Economics & Political Science, Political Economy

September 2015 - June 2019

College of Arts and Sciences, University of Washington | GPA: 3.51

## PROFESSIONAL EXPERIENCES

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### UW Facilities, Real Estate | Seattle, WA

#### Real Estate Associate

April 2022 - Present

Supporting the university's mission through managing department space needs and assisting in long-term strategic decision making

- Predicted acquisition cash flow under different lease structures by preparing 30 years pro forma and excel scenario manager
- Complied budget, reserve, and capital investment data of UW off-campus offices and storage properties in asset management plan
- Analyzed UW Tower's rent structure and reserve sensitivity to provide future rent escalation recommendation
- Drafted renewal agreements for residential leases

#### Transaction Assistant

December 2021 - April 2022

Assisted real estate transactions within the University of Washington Real Estate office through records filings and signature routing

### 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](https://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 decreased 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
- 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

### Greater Seattle Partners | Seattle, WA

#### Economic Development Intern

June 2018 - August 2018

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

## Skills

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

**Computer:** Microsoft Powerpoint and Excel, Yardi, [monday.com](https://monday.com), R Script, ArcGIS, Tableau