

Lim Zheng Hong Bryan | Economics PhD Candidate

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OVERVIEW

I am an aspiring economics researcher embarking on a PhD in Economics with an academic foundation in international political economy and international trade. My professional experience in the commodities sector has honed my expertise in market analysis, leveraging both primary and secondary research to ensure accurate and timely price assessments. I'm passionate about exploring global economic issues and look forward to contributing fresh perspectives through both research and practical applications.

EDUCATION

Nanyang Technological University *Jan 2025 – Present*
PhD. In Economics

Nanyang Technological University *Aug 2023 – May 2024*
Master of Science (International Political Economy)

Nanyang Technological University *Aug 2019 – Dec 2022*
Bachelor of Business with Honours (Distinction), specialization in Banking & Finance (International Trade)

EXPERIENCE

S&P Global — Senior Specialist, Price Assessments/Pricing, Full-Time *Feb 2023 – Jan 2025*

- Produce daily price assessments and price reporting of market fundamentals through market research
- Liaising with global market participants such as traders and producers to understand market dynamics
- Business development by establishing new market sources and maintaining key standards with the market
- Delivered presentations on styrene monomer to market participants from across Asia
- Covered products in the petrochemicals team such as styrene monomer, benzene, toluene, ABS, PS and EPS

Kantar Consulting — Strategy Consulting, Intern *Sep 2022 – Dec 2022*

- Assisted in projects on various business focus (Futures Planning/Growth Strategy/Brand Strategy)
- Conceptualization of strategy ideas for clients across various industries and regions
- Qualitative and quantitative studies through primary and secondary data collection
- Intensive market research on a wide variety of projects across multiple countries

Jacaranda Capital Partners — Projects, Intern *Dec 2021 – May 2022*

- Market research on Bullion Industry for a project with the World Gold Council
- Crafted investors pitch deck for orthopaedic repair industry
- Key concepts storyboarding and strategy building

FairPrice Group Supply Chain — Strategy & Analytics, Intern *May 2021 – Aug 2021*

- Crafted and assisted in building strategic ideas for internal companies' operations
- Market research to discover market potential for FairPrice Analytics new business strategy
- Assisted in streamlining logistics to improve business productivity for Distribution Centres
- Utilised GCP to understand company operation levels and integrated data into strategy planning

LEADERSHIP

NTU United Nations Student Association: Publicity Wing, Head of Finance *Aug 20 – Aug 21*

- Forecasted budget for the Academic Year 20/21
- Variance Analysis to gather insights on financial situation and plan for remaining events

NTU Tanjong Hall: 3rd Hall Council, Publicity and Publications Secretary *Sep 19 – Sep 20*

- Responsible for taking and editing pictures for social media to promote and publicise events
- Created visuals using graphic design applications for publicity usage
- Managed social media pages for Hall Publicity including Instagram, Facebook, Telegram

SKILLS & ABILITIES

R Studio | Python | SQL | GCP | Market Research | Sales | Consulting | Client Management | Journalism