



Naomi Sim

Versatile finance employee specialised in customer satisfaction and multilingual communication skills.

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Languages

English

Mandarin

Japanese

Korean

About

With a rich background in fashion and retail, particularly at Shinsegae International Inc., I excel in product presentation and customer service. My adaptability and commitment to excellence make me an outstanding fit for temporary retail roles, bringing experience from diverse luxury womenswear brands.

BRANDS WORKED WITH

HQ of MG Korean Federation of Community Credit Cooperatives (KFCC)

NICE Information Service Co., Ltd

Shinsegae International Inc.

London Centre of Korea Trade-Investment Promotion Agency (KOTRA)

Lawry's The Prime Rib

PHILIPPINES AIRLINES

Experience

● Assistant Manager, Financial Consumer Protection Team

HQ of MG Korean Federation of Community Credit Cooperatives (KFCC) | Jul 2020 - Oct 2023

- Monitored and froze over 100 phishing scam cases, burner accounts daily along with 300+ suspicious transactions across 1,300 MG KFCC branches and other banks nationwide. Successfully safeguarded a total of \$200k from potential fraudulent withdrawals by fraudsters (Oct '24).
- Dealt with daily 200+ inbound and outbound calls from customers filing complaints, MG bank tellers, other banks, and police officers to mediate conflicts between bank tellers and customers successfully.
- Reported directly to Financial Supervision Service regarding victims' refund for loss application forms for Financial Fraud Refund Service Scheme for reimbursing \$20k monthly.
- Established filter criteria and patterns to detect burner and victim accounts for financial fraud monitoring system monthly - e.g. logins from abroad, newly created accounts and instances of six consecutive \$1k withdrawals within 30mins after deposit.
- Acted as point of contact and advisor for bank tellers' uncertainties regarding whether the case abides by Korean law of special act on the prevention of loss caused by telecommunications-based financial fraud and refund for loss.
- Developed 10 Robotic Process Automation tasks to efficiently integrate official consumer protection data into the company's internal network. Resulted in a significant time reduction from 1 hour to 5 minutes.
- Developed internal system for refund scheme to elevate designs, UI/UX of FSS reporting system, FAQs screens, document scanning programme, transactional monitoring screens and etc..

● Marketing Associate, Global Marketing Team

NICE Information Service Co., Ltd | Nov 2018 - Jun 2020

- Served as an associate liaison, managing queries from clients such as CRIF Switzerland, CreditSafe UK & JP, Total Credit, and Gladtrust.

● Fit Model and Design Intern of DAIZ

Shinsegae International Inc. | Jan 2018 - Jul 2018

- Participated in small size (UK 8) sportswear fittings for flawless presentation and alignment with designer specifications to verify fit and aesthetic of clothes prototypes.
- Created mood boards and visual presentations for design inspiration, assisting fashion designers of DAIZ.
- Exercised regularly and followed strict dietary plans to maintain fit physique for fittings of sportswear brand.

● brands

| Oct 2017 - Now

Womenswear and streetwear brands (October 2017 – Present)

- **Trainee teacher**

Yangseo High School | Jan 2017 - Jun 2017

- Utilised engaging teaching methods, including popular YouTube videos and memes, to effectively instruct students in business administration and IT subjects and prepared quizzes to assess how well students were following.
- Worked collaboratively with other teachers to review data and develop instructional strategies to address student learning objectives.

- **Marketing Intern**

London Centre of Korea Trade-Investment Promotion Agency (KOTRA) | Jun 2016 - Jan 2017

- Prepared for fairs aimed at facilitating connections between UK associations and Korean SMEs and startups (UK NHS - Korean medical SME seminar and ASOS - Korean fashion designer seminar)
- Arranged and organised business trips, meetings, and business dining appointments for Head of Centre and Senior Managers.
- Translated and interpreted minutes, meetings, inbound and outbound calls, reports assisting the senior manager and assistant managers of the team.

- **Instructor**

Hackers Language Institute Co.,Ltd. | May 2016 - Jul 2016

- Taught English speaking skills, especially preparations for Test of English for International Communication Speaking (TOEIC Speaking) to university students and company officers.
- Analysed the exam question samples thoroughly and made books and teaching materials, assisting other instructors.



- **Server**

Lawry's The Prime Rib | Jan 2015 - Jun 2016

- Checked on 30 tables and 5 VIP rooms to ensure guest satisfaction and happily fulfilled additional requests.
- Performed 30+ Lawry's spinning salad shows and steak carving shows in front of customers and prepared for banquets every day.
- Handled over 50 reservation calls daily and coordinated lunch and dinner schedules for customers at the restaurant.

- **Marketing Intern**

PHILIPPINES AIRLINES | Jul 2014 - Jan 2015

- Created 50+ innovative online marketing materials and card news such as tips on Philippines tour, Philippines tourist hotspots on Facebook and Instagram. RETAIL AND HOSPITALITY EXPERIENCES

Education & Training

2013 - 2019

- **HANSUNG UNIVERSITY**

Bachelor of Business Administration,

2010 - 2013

- **Gangwon Foreign Language High school**

English, Japanese, Chinese,