



LILLIAN TOH

SOLUTIONS ENGINEER

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PROFILE

Cross-disciplined background in tech and real estate with a strong problem-solving mindset. Passionate about winning hackathons and teaching aspiring entrepreneurs to digitally transform their businesses.

EDUCATION

Full-Stack Development

CodeOp
2020 - 2021

Bachelor of Commerce

Finance, Accounting & Management

University of Melbourne
2013 - 2015

CERTICATES

Microsoft Azure AI-102 (ongoing)

Microsoft Azure AI-900

Certified Scrum Master

LANGUAGES

English (Native)

Mandarin (Intermediate)

Bahasa (Intermediate)

INTERESTS

Scuba diving

Hackathons

Writing my thoughts on [Medium](https://medium.com/@lillian-toh)

WORK EXPERIENCE

SOLUTIONS ENGINEER

Atlassian

Oct 2022 - Current

- Deeply understand, value-sell and **design optimal solutions** that meet the needs of large enterprise customers based in **ANZ, SEA, India and GCR**.
- **Provide training** on Agile DevOps (ADO) and Developer Experience (DevEx) to Atlassian solution partners and staff, and at Atlassian events.
- Collaborate with product managers and software developers to drive impactful **user research** and **enhance product features**.

FULL STACK DEVELOPER

Vlan Asia

Mar 2021 - Sep 2022

- **Led projects** from pre-sales to crafting business requirement documentation and delivery of bespoke IT solutions to clients across a broad range of HubSpot, Zendesk, Xero and Microsoft 365 products.
- Developed a new reporting and data visualization tool by **building custom API connectors** to extract raw data from Zendesk tickets JSON into a structured CSV.
- Redesigned and implemented a new payment and checkout process to **improve sales conversion rate by 6%** using React, Next.js, Node.js, Vercel, and Azure Cosmos DB.

BUSINESS DEVELOPMENT MANAGER

JOHNS&CO London

Jun 2020 - Sep 2022

- **Set up a regional office from the ground up** in Malaysia that is ROI-positive and grew the client database by **+40% YoY** using new acquisition channels.
- Launched a mutually beneficial **channel partnership program** with international property developers and agencies to drive **+20% YoY** revenue.
- Successfully ran **hyper-localised marketing** campaigns across traditional and online channels – email marketing, webinar, seminar, and organic social media.
- Adopted a **customer-centric** approach in the investigation and resolution of client inquiries, and offered guidance on their real estate investments.

PROPERTY SYSTEMS ANALYST

Cushman & Wakefield | Westpac

Jun 2018 - Dec 2019

- Worked with senior management to **identify digital transformation opportunities** in the current reporting cadences and property market assessment workflows.
- **Automated reporting workflow** by using **SQL** to facilitate batch updates from MS Access to Aconex and MS Excel which reduced reporting time by 87%.
- Developed a template using **VBA to analyze large property transaction data** sets for senior management to make strategic business decisions.
- Accelerated digital transformation initiatives by **planning and conducting system training** for different users of Westpac and Cushman.

PROJECTS

- Focal - A crowdfunding and investment platform to make funding more accessible to women. The platform encourages investors to participate in gender lens investing via mutual funds, equity, and direct investment. Winner of best women-led project. Built with Vue.
- VicTrees - Raising awareness is important, but giving the user the ability to take action brings it to the next level. Led a team of 4 coders to build an app to combat deforestation - in a victorious way. Won runner-up. Built with React.