



## Lillian Toh

FRONTEND DEVELOPER

✉ [lillian.kimleng@gmail.com](mailto:lillian.kimleng@gmail.com)

☎ 0431 775 629

🌐 [lillian-toh](https://www.linkedin.com/in/lillian-toh)

🌐 [lilliantoh.github.io](https://github.com/lilliantoh)

### 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

University of Melbourne  
2012 - 2015

### CERTIFICATE

Microsoft Azure AI-900

### LANGUAGES

English (Native)

Mandarin (Intermediate)

Bahasa (Intermediate)

### INTERESTS

Scuba diving

Hackathons

Writing my thoughts on  
[Medium](https://medium.com)

## WORK EXPERIENCE

### FRONTEND DEVELOPER

*Vlan Asia*

Mar 2021 - Current

- **Led projects** from pre-sales to crafting business requirement documentation and delivery of bespoke IT solutions to clients.
- Worked with clients to design integrated solutions that meet their business requirements, timelines and deliverables across a broad range of HubSpot, Zendesk, and Microsoft 365 products.
- Developed a new reporting and data visualization tool by **building custom API connectors** to extract raw data from Zendesk tickets in JSON into a structured CSV report.
- 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 - Current

- **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 real estate agencies to drive **+20% YoY** revenue growth.
- Successfully run **hyper-localized 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, in addition to offering guidance on their real estate investments.

### PROPERTY ANALYST

*Cushman & Wakefield | Westpac*

Jun 2018 - Dec 2019

- Worked with senior management to **identify digital transformation opportunities** in their current reporting cadences and property market assessment workflows.
- **Automated reporting workflow** by using **SQL** to facilitate batch updates from Microsoft Access to Aconex and Microsoft Excel which reduced the management reporting time by 87%.
- Developed a property market assessment 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.
- Avenues - A unified platform to help property managers oversee large scale real estate developments. **API integrations** include Facebook, HelloSign and Leaflet. Built with React.