

**Michelle LER Hsin Yee** +fluent English, basic Mandarin, Malay, Cantonese and Korean  
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### Employment History

StashAway Malaysia

**Client Services Executive**

**Feb 2021 - present**

#### **Responsibilities:**

- Partner closely with the Compliance, Investment, Product, Banking and Operations team, and facilitate open and direct communication with other stakeholders to find rapid resolutions and resolve customer support tickets within 24 hours.
- Deliver above-and-beyond customer experiences through WhatsApp, Google/Apple App store, phone call, email and Facebook across 4 different regions (mainly in Malaysia and Singapore).

#### **Achievements & Recognition:**

- Managed ~200 inquiries per week, with a ticket satisfactory rate of **100%** which was **9%** above the team average. Received extremely positive client feedback, with **0** records on client escalations.
- Successfully helped onboard ~200 clients per month by providing insights and technical support for client onboarding. Highest at ~350 clients due to new years and holiday seasons.
- Successfully implemented automated call lists - saved **80%** of daily task time among the team of ~50 by improving the existing manual process of filtering clients for onboarding calls.
- Contributed to effective communication with Product Managers - reduced redundancies and resolved unforeseeable/uncommon issues by **30%** with stakeholders.
- Demonstrated great team player spirit and management skills by being involved with multiple projects - streamlined ~230 ticket macros, facilitated with ticket reports, and documented training materials.

AppAsia

**Web Developer**

**Aug 2020 - Jan 2021**

#### **Responsibilities & Achievements:**

- Worked closely with relevant stakeholders to implement Google Ads in specific website pages for local newspaper sites which helped increase sales.
- Successfully implemented a real-time currency converter and over 100 text-to-speech audio files for news articles that increase website visitors and/or conversions by **10%**.

Kaodim Malaysia

**Data Analyst Intern**

**Jan 2020 - July 2020**

#### **Responsibilities & Achievements:**

- Developed a chatbot with the data engineering team to help improve the efficiency of customer service speed by **20%** and to increase sales in 1 out of 5 customers.
- Analyzed and managed personalized campaigns to incentivize our vendor's productivity and impact on the company's growth strategically as a country analyst.
- Lead and strategize actionable marketing campaigns with Singapore's Operations Team Lead to increase **10%** in fulfillment rate of our top 3 services.
- Conducted research on competitor pricing and moderated pricing for rates of services.
- Researched on different methods on improving services and pricings such as collection, payment, completion, payouts, etc

### Education

**Taylor's University, Selangor, Malaysia**

**Aug 2017 - Aug 2020**

Bachelor's in Computer Science

- CGPA 3.88 - Top 10% in cohort. Awarded Dean's List.
- President of Agents of Tech (Coding Club) in 2018 - curate basic to advanced industrial level experiences (i.e industrial talks, workshops, and peer learning sessions).

**Skills/Courses Attended**

- 1-5 years of experience in Github, PHP, Laravel, SQL, Jira, Zendesk, React Native, AWS S3, BigQuery, Ruby on Rails, Python, Java
- Completed a Digital Marketing Course (Google Ads, Facebook, Instagram, Youtube) 2022
- Coding Bootcamp Mentor for TeenEdge - Mentor and share experiences with ~100 children, young teens and adults on programming basics
- Director for Rails Girls Kuala Lumpur (Women in Tech community) - Co-organize, mentor, and design campaigns for email and social media. Main organizer of Ruby on Rails Beginners Workshop (2018)

**Side Interests**

- YouTube content creator - Self-edited cinematography videos using Adobe Premiere Pro
- Journaling - Published my own ebook in 2021