Lynda (Fei Ling) Wang

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WHAT I OFFER

- I'm effective at managing multiple projects while meeting tight deadlines.
- I respect people's time and run meetings with clear agendas and lean durations.
- I cultivate collaboration, but also value distraction-free time for deep work.
- I'm a self starter that undertakes challenges yet seeks help when blocked.
- I reflect and learn from failure and embrace opportunities to develop new skills.
- I always do my best work and I don't take unnecessary shortcuts.
- I educate and mentor those I work with.

WORK EXPERIENCE

CRM Delivery Lead, *2020-present*

TD Securities, CRM Technology

- Lead a remote team of BSAs/developers and coordinate with business units to design, implement and deploy various Salesforce solutions, the largest and most complicated being a cross-dealer CRM.
- Increased team effectiveness by iterating on development processes, guided by retrospectives and feedback.
- Occasionally assist with gathering requirements, building prototypes, migrating data between CRMs, and testing deployments.
- Day-to-day activities include:
    - Assisting product owners and business leads to prioritize, scope and plan dev work.
    - Using Jira and Microsoft Project to assign tasks and manage concurrent projects.
    - Communicating with vendors to coordinate platform updates and custom deliverables.
    - Running stand-up and bug triage meetings.
    - Mentoring junior BSAs.

Senior Business System Analyst, *Toronto, Ontario, 2018-2019*

TD Securities, Registered Employee Directory Services

- Performed the roles of a BSA and product owner to deploy a custom Salesforce lightning app for TD compliance.
- Wore many hats: gathered requirements, created prototype apps, wrote technical design docs, managed development sprints, worked on system configurations as an advanced admin, trained users, and performed product testing.
- Improved team efficiency by enforcing a documentation standard, screening all bug reports before assigning to developers, and reducing time spent in meetings.
- Discovered and addressed issues that threatened project deliveries (e.g. missed requirements, underestimated deliverables, data errors).

Senior Business System Analyst, *Toronto, Ontario, 2016-2018*
TD Securities, Investment Banking & CRM Technology

- Delivered a custom-built expense management app that integrated with the TD Travel & Expense system and the TD data warehouse.
- Conducted a proof-of-concept analysis for the replacement of an existing CRM vendor.
- Prepared pre-existing data for migration into the new Salesforce CRM.
- Designed and managed the development of a vendor Outlook plugin.

IT Specialist, *Toronto, Ontario, 2012 – 2016*
TD Securities, Global Electronic Trading Technology Solutions, Client Connectivity

- Lead the FX eMarkets onboarding of a whole suite of in-house and vendor applications: coordinated onboarding of high-profile clients; implemented processes for standardization; presented a strategic Retail/Commercial FX Technology Roadmap.
- Delivered a simplification project which replaced five existing trading systems with one, resulting in an annual cost savings of $500k.
- Drove cost saving analysis on multiple vendors resulting in combined annual cost savings over $450k, as well as a one-time savings over $20k.
- Implemented automation processes for Level 1 support team.

Technology Associate, *Toronto, Ontario, 2011-2012*
TD Securities, Technology Solutions

EDUCATION AND CERTIFICATION

Canadian Securities Course, May/2012

Bachelor of Science, 2006 - 2011
Honours Science and Business non-specialization, Co-op Program, University of Waterloo