

TOMMY CHANG LIU

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WORK EXPERIENCE

RELAY FINANCIAL, Toronto, ON

June 2024 – Present

RevOps Salesforce Administrator

- Partnered with leadership during the company's growth from \$50M to \$100M ARR, driving operational scalability through Salesforce and GTM tech stack optimizations.
- Improved BDR speed-to-lead by ~25% and boosted rep productivity through automated routing, enriched data, and reduced manual tasks.
- Supported marketing capabilities by enabling account-based marketing (ABM) and lifecycle nurturing, increasing marketing-sourced pipeline contribution by ~15%.
- Built infrastructure and repeatable processes to launch a new sales channel
- Designed and sourced 850+ high-quality leads from both native and non-traditional sources to strengthen outbound programs.
- Became the internal expert in Clay, semi-automating outbound motions that delivered consistent monthly pipeline for sales.
- Managed integrations across a modern GTM tech stack including reverse ETL, Metabase, Gong, Outreach, LinkedIn Sales Navigator, RevenueHero, IP Warming, ZoomInfo, and Feathery

SALESFORCE, Toronto, ON

February 2021 – May 2024

Solution Consultant

- Led 5 user-centric discovery sessions to ensure seamless alignment between statement of work, technical solutions, and client objectives for a large US state agency, nonprofits, Saas, and an insurance company.
- Reduced project delivery time by 35% through effective Scrum methodology implementation and stakeholder collaboration.
- Identified a 50% increase in efficiency by analyzing customer support ticket data, allowing for targeted process improvements and faster issue resolution.
- Spearheaded a process analysis initiative to review 10+ agent experience flows and determine the level of effort to implement a tailored Salesforce solution.
- Delivered over 10 Salesforce solutions for both new and repeat clients by engaging in requirements gathering, solution design, declarative development, quality assurance, change management, and ensuring punctual releases.

CONDOMINIUM AUTHORITY OF ONTARIO, Toronto, ON

May 2020 – December 2020

Jr. System Administrator Intern

- Managed and maintained the company's IT infrastructure, including hardware and software achieving 25% reduction in system downtime through proactive maintenance and optimization.
- Assisted in the setup and configuration of workstations, and peripheral devices reducing setup time by 20% through implementation of efficient configuration procedures.
- Collaborated with cross-functional teams to troubleshoot technical issues and provide timely solutions.
- Reduced data recovery time by 15% through the implementation of robust backup and recovery strategies.
- Achieved a 10% reduction in security vulnerabilities through regular audits and timely updates.

YORK UNIVERSITY, Toronto, ON

September 2018 - December 2018

Teaching Assistant

- Evaluated and graded assignments, projects, and exams objectively, providing constructive feedback to aid in students' learning and improvement.
- Conducted weekly review sessions to reinforce fundamental concepts, answer students' questions, and provide additional examples to enhance their understanding

- Adapted teaching strategies to accommodate diverse learning styles and academic backgrounds within the student body.
- Assisted in designing and proctoring exams, ensuring a fair and secure testing environment for all students.

OSGOODE HALL LAW SCHOOL, Toronto, ON

May 2018 – August 2018

IT Project Assistant & Helpdesk Technician

- Collaborated with the project team to plan and execute the seamless migration of the law school's email and communication system from Lotus Notes to Outlook.
- Assisted in configuring and customizing profiles, email signatures, distribution lists, and calendar settings according to the law school's requirements.
- Created detailed user guides, tutorials, and documentation to assist staff in adapting to the new Outlook environment, minimizing disruptions and optimizing productivity.
- Assisted in the organization and implementation of communication strategies to inform staff about the migration process, timelines, and changes in email procedures.
- Worked closely with stakeholders to gather feedback, analyze user experiences, and identify opportunities for improvement in the migration process.

PANALPINA WORLD TRANSPORT LTD, Panama City, Panama

June 2017 - August 2017

Junior Information Technology Analyst Intern

- Assisted in the management and maintenance of the company's IT systems, including hardware and software
- Provided technical support to end-users by troubleshooting hardware and software issues, resolving technical glitches, and offering timely solutions.
- Collaborated with the IT team to implement, configure, and maintain various software applications used for supply chain operations and management.
- Collaborated with vendors and external partners to troubleshoot technical issues, coordinate updates, and maintain effective communication.
- Contributed to data analysis and reporting efforts, extracting insights from IT systems to support decision-making within the supply chain department.

EDUCATION

YORK UNIVERSITY, Toronto, ON

September 2016 – December 2020

Bachelor of Arts with Honours in Information Technology

UNIVERSITY OF VALENCIA, Valencia, Spain

Exchange Term

Computer Engineering Department

ADDITIONAL INFORMATION

CERTIFICATIONS

- **Certified Scrum Master** - June 2023 / Credential ID: 1803374
- **Certified Product Owner** - July 2022 / Credential ID: 001393197
- **Salesforce Certifications:**
 - Administrator - April 2021 / Credential ID: 22066248
 - Business Analyst - February 2023 / Credential ID: 3038151
 - Platform App Builder - December 2022 / Credential ID: 2833933
 - Sales Cloud - June 2023 / Credential ID: 3463292
 - Service Cloud - November 2023 / Credential ID: 3840717

- Health Cloud - August 2023

LANGUAGES

- Fluent speaking and writing skills in English and Spanish

VOLUNTEERING EXPERIENCE

- Passionate volunteer with diverse range of experiences including: soccer coaching, mentoring, pro bono cases, and supporting health, educational, and community events