

Queenie Li

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PROFESSIONAL EXPERIENCE

Macquarie Group

Sydney, NSW

Deployment Strategist, Corporate Operations Group

February 2024 – Present

- Collaborated on end-to-end rollout of Zoom AI from proof of concept (POC), change paper approvals, user acceptance testing (UAT), production rollout, and post-implementation support, driving consistent adoption across 20,000+ employees through targeted enablement and stakeholder engagement.
- Coordinated the global deployment readiness of Pexip Connect across 1,000+ meeting rooms alongside Tech Assist, Guest Relations, Building Services, and Change Management teams to develop end-user support materials, operational processes, and adoption strategies to ensure a seamless transition across the organisation.
- Developed an AV asset lifecycle management framework from procurement through disposal whilst applying a design thinking lense, improving governance and audit readiness by identifying process gaps and recommending automation opportunities to reduce manual operational effort.
- Managed Windows Server vulnerability remediation and security compliance activities, partnering with infrastructure and security teams to address risks and maintain platform resilience.

Transport for NSW

Sydney, NSW

Business Analyst, Sydney Trains - Network Rules

January 2022 – December 2023

- Developed resources and workflows for rail safety, creating 10+ infographics and PowerApps e-forms to sign in issues, and safety procedures for 10,000+ employees, showcasing the ability to build and demonstrate working solutions to non-technical and technical stakeholders.
- Translated stakeholder requirements into Figma wireframes for a solution supporting 12,000+ railway staff, enabling enterprise-wide adoption of paperless processes and aligning with net zero objectives.
- Utilised Power BI to reconstruct raw data into reporting dashboards and presented to senior staff to assist in understanding how insights can drive the cost-saving aspect for NSW Transport across 100+ railway projects.

Deloitte

Sydney, NSW

Technology, Strategy & Transformation Consultant

November 2021 – December 2021

- Storyboarded the vision, strategy, and roadmap of the wide-scale transformations of existing IT infrastructure and operations and aligned technological changes with business goals, exceeding client expectations by 50% and identification of all the pain points in client feedback.
- Collaborated with senior leadership to contribute to strategic planning of technology direction and defined the target state of key applications into categories of decommission, retain and uplift to optimise the overall architecture of the main business system within the public sector, driving a 20% increase in the internal business.

WooliesX (Woolworths Group)

Sydney, NSW

Sales Development Representative

August 2021 – November 2021

- Prospected and qualified new sales leads to support the Sales Acquisition Team, exceeding relevant metrics and KPIs by 40% performance targets.
- Conducted research on various companies and contacting relevant stakeholders to execute acquisition plans, achieving steady streams of revenue with a minimum of \$80,000 for every prospective client.
- Collaborated with cross-functional teams including IT and marketing to create training materials for sales enablement employees, and uphold data hygiene within the Salesforce CRM system to boost efficiency for users across all departments, resulting in a 20% process efficiency.

EDUCATION

University of New South Wales (UNSW)

Sydney, New South Wales

Bachelor of Commerce/Information Systems, Major in Financial Technology

- Weighted Average Mark (WAM): Distinction
- Ranked Top 10 in INFS3603 (Introduction to Business Analytics) and INFS2603 (Business Analysis)

University of San Diego (USD)

San Diego, California

Spring Exchange Semester Program 2023

- Second Class Honours – GPA: 3.64/4

CERTIFICATIONS & SKILLS

Certifications: AWS Cloud Practitioner (Associate), Bloomberg Market Concepts

Enterprise Collaboration: Zoom SaaS, Microsoft Teams, Enterprise AV Systems

Technical Skills: Python, SQL, HTML/CSS, Node.js, Power BI, REST APIs, Postman, Cloud fundamentals

Infrastructure & Networking: TCP/IP, DNS, HTTP/HTTPS, Zero Trust Concepts, WAF fundamentals, networking

Business & Delivery: Business analysis and strategy, process mapping, stakeholder management, solution design/architecture, change management