

Wanda Anindya

Business Operations Professional

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Dynamic and innovative professional with a strong foundation in customer support, business operations, and project management. Recognised for strategic thinking and meticulous attention to detail, excelling in environments that require analytical precision, creative problem-solving, and a proactive approach to daily operations. Experience spans across various industries, including fintech and Health & Wellness, with a proven track record in driving operational efficiency, leading projects, and consistently exceeding performance metrics. Well-equipped to support and optimise strategic business initiatives in a Business Operations Manager role

CORE COMPETENCIES

- Business Strategy & Operations:** Experience in developing and executing business strategies, optimizing operations, and managing projects to meet strategic goals.
- Operational Excellence:** Proven ability to enhance operational efficiency, implement process improvements, and drive continuous improvement initiatives.
- Problem-Solving & Data Analysis:** Strong analytical skills, with a track record of identifying trends, forecasting needs, and proposing actionable solutions to business challenges.
- Project Management:** Successfully managed projects from conception to execution, ensuring alignment with strategic goals and timely delivery.
- Financial Regulations Expertise:** Expertise in AML, CTF, and ABC compliance within the Fintech industry, ensuring all operations align with regulatory requirements.
- Fluency in English:** Fully fluent in English, with experience supporting multilingual teams and ensuring clear, effective communication.

EXPERIENCE

Binance Holdings Ltd. (Remote)

Jan 2022 - Present

L3 Principal Agent (Senior-Level Equivalent)

Customer Support Specialist - English Line

May 2023 - present

- Operational Efficiency:** Led the improvement of first-contact resolution rates by 6%; implementing comprehensive troubleshooting strategies, which directly contributed to customer satisfaction and retention. This initiative aligned with company goals to enhance user experience and operational efficiency.
- Cross-Functional Collaboration:** Managed communications across diverse languages, ensuring smooth support operations and contributing to the company's global reach and operational excellence.
- Process Improvement:** Enhanced process efficiency by utilising advanced CRM systems and translation tools, directly impacting the effectiveness and accuracy of customer interactions and contributed to strategic objectives.
- Technical Problem-Solving:** Collaborated with cross-functional teams to resolve complex technical issues, driving prompt and effective solutions that met strategic goals and maintained system integrity.

Customer Support Specialist - Indonesian Line

Nov 2022 - Apr 2023

- Team Leadership & Strategy:** Mentored and guided junior team members, fostering a culture of continuous improvement and knowledge sharing, which improved team performance and operational outcomes.
- Operational Excellence:** Developed and implemented new strategies that significantly boosted first-contact resolution rates, reflecting an increase in overall operational efficiency and supported broader company initiatives.
- Performance Metrics:** Consistently achieved or exceeded performance targets, demonstrating strong problem-solving skills and a commitment to operational excellence.

KYB (Know Your Business) Analyst Support

Jul 2022 - Oct 2022

- Compliance & Risk Management:** Played a key role in enhancing KYB (Know Your Business) compliance processes, reducing the risk of financial crimes by implementing rigorous customer due diligence and risk assessments. This advanced Binance's strategic focus on security and regulatory compliance.
- Process Optimisation:** Contributed to cross-functional projects focused on optimising compliance procedures, resulting in an 85% improvement in accuracy and cost reduction, directly supporting the company's operational goals.
- Regulatory Collaboration:** Collaborated with various departments to ensure compliance with industry standards and regulations, reinforcing Binance's commitment to secure and compliant operations.

Customer Support Specialist - English & Indonesian

Jan 2022 - Jun 2022

- **Bilingual Support & User Experience:** Provided bilingual support via live chat, streamlining account opening processes and enhancing user experience, which supported the company's expansion into diverse markets.
- **Product Improvement:** Collaborated with teams to improve product features based on customer feedback, directly contributing to the company's strategic goals of user-centered design and operational efficiency.

Stable Massage of Stable Group Pty Ltd, Jakarta & Melbourne, VIC

Jan 2019 - Jan 2022

Customer Experience Specialist

Aug 2019 - Jan 2022

- **Customer Satisfaction & Service Quality:** Boosted customer satisfaction by addressing client issues swiftly and providing personalized service experiences, aligning with company goals to enhance client retention and satisfaction.
- **Performance Reporting & Strategy:** Liaised with management to share insights on team performance, leading to service enhancements that improved overall operational efficiency.
- **Operational Support:** Managed inbound and outbound communications, scheduled appointments, and supported sales and marketing efforts, ensuring harmony with strategic business objectives.
- **Team Development:** Played a crucial role in developing and training new team members, resulting in improved team performance and operational efficiency.

Acting Manager

May 2019 - Jul 2019

- **Leadership & Process Improvement:** Directed junior staff's professional development, fostering leadership growth and operational efficiency within the organization, which supported company-wide objectives.
- **Cross-Functional Team Management:** Steered cross-functional teams towards achieving company-wide objectives, fostering a culture of teamwork and innovation.
- **Operational Efficiency:** Introduced process enhancements, leading to a significant increase in operational efficiency across departments, harmonious with strategic goals.

Customer Care Specialist

Jan 2019 - Apr 2019

- **Advanced Training & Operations:** Selected for an advanced, two-week intensive training in Melbourne, which significantly improved business operations and overall service delivery. This opportunity was granted based on performance excellence and early impact within the company.
- **Customer Support & Technology Utilization:** Enhanced customer satisfaction by promptly resolving issues and effectively utilizing reservation software, supporting the company's operational goals.
- **High-Pressure Operations:** Handled high call volumes, maintaining professionalism and a customer-centric approach even in high-pressure situations.

Seacon Logistik, North Jakarta

Sep 2018 - Dec 2018

Customer Service and Pricing Specialist

- **Vendor Negotiation & Compliance:** Negotiated shipment rates with vendors, ensuring compliance with Incoterm requirements, which supported the company's strategic goals of cost efficiency and regulatory compliance.
- **Logistics Coordination:** Maintained strong relationships with carriers and clients, ensuring smooth coordination of international shipments and synchronicity with operational objectives.
- **Financial Accuracy & Pricing Management:** Provided pricing management and secured competitive rates, ensuring accuracy in financial aspects of shipments, which directly impacted the company's profitability.

PT Quantum Media Communications Indonesia, South Jakarta

Mar 2016 - Mar 2018

Customer Support Specialist & Quality Trainer

Feb 2017 - Mar 2018

- **Training & Productivity:** Developed comprehensive training programs to enhance agent performance, which led to improved productivity and service delivery, directly contributing to company goals.
- **Workflow Optimisation:** Streamlined workflow processes, leading to improved productivity and service delivery, in support of the company's strategic goals on operational excellence.

Inbound Call Center Representative

Mar 2016 - Feb 2017

- **Client Satisfaction & Efficiency:** Handled escalated calls professionally, resolving complex issues to ensure client satisfaction and maintaining one of the highest accuracy and efficiency rates, which supported operational goals.
- **Client Retention Strategy:** Suggested a new tactic to persuade cancelling customers to stay with the company, resulting in a 5% decrease in cancellations, in synchronous with the company's strategic goals.

Marketing Specialist

- **Strategic Marketing & Client Engagement:** Launched and spearheaded marketing and promotional campaigns, securing appointments and conducting comprehensive interviews, furthering the company's strategic growth objectives.
- **Market Research & Data-Driven Strategy:** Conducted thorough market research and competitor analysis, resulting in optimised customer engagement and a 70% surge in client satisfaction, the highest individual achievement within the company.

Al-Hikmah Islamic Preschool & Kindergarten, Tangerang

Jun 2014 - Jul 2015

Kindergarten English Teacher

- **Educational Innovation & Student Engagement:** Enhanced students' reading comprehension and engagement through innovative teaching methods, which supported educational goals.
- **Performance Improvement:** Achieved a 35% increase in average quiz scores by introducing a novel teaching method, directly contributing to student success and satisfaction.

PROJECTS

Online Store Project

Oct 2020 - Nov 2020

<https://stablemassage.com.au/giftvouchers/>

Associated with Stable Massage

- Developed and launched an [online store](#) using Shopify, increasing voucher sales by 55% and contributing to an overall 10.97% sales increase during the pandemic.
- Integrated a [payment gateway](#), enhancing customer convenience and boosting sales.
- Optimised web content to enhance product visibility and improve SEO rankings.

SOFTWARE PROFICIENCY

- Microsoft Office Suite | Google Workspace | Asana | Shopify
- WordPress | Canva | Buffer | Zoiper | Salesforce | Mailchimp
- ChatGPT | DALL-E | Confluence | Custom CRM and Database Software

EDUCATION

SMA Negeri 3 Jakarta

High School Diploma

CERTIFICATIONS

Agile Foundations

September 2024

LinkedIn & Project Management Institute

[Certificate of Completion](#)