



PROFESSIONAL SUMMARY

Highly accomplished Business Analyst with a demonstrated track record of leveraging data-driven insights to drive business improvement and process optimization. As a certified CBAP professional, I merge a solid academic foundation in management, operations, and supply chain management with extensive hands-on experience. Recognized for the capacity to innovate and enact solutions that amplify operational efficiency and productivity. Specialist in process automation and strategic analysis, adept at transforming complex data into actionable strategies. Exceptionally skilled at identifying trends and opportunities that might elude others, consistently delivering significant contributions to business growth.

EXPERIENCE

Senior Business Analyst | ZIM Integrated Shipping

January 2024 - Current

Extra Responsibilities:

- Manage Oceania trade (Two services)
- Monitor commercial surcharge

Business Analyst | ZIM Integrated Shipping

October 2022 – December 2023

Responsibilities:

- Create/ coordinate strategy documents
- Establish and maintain budget, business plans
- Improve/ Automate business process (Cross-functions/departments)

Key Achievements:

FINANCE

- Developed automated finance reports and dashboards, improving team efficiency
- Implemented automated customer statement templates and email for just one-click
- Transformed invoice processing from 10 days to immediate through automation

OPERATIONS & LOGISTICS

- Developed automated equipment forecasting, eliminating manual work
- Created automated invoice cost processing, aligning with contract dates and saving labor
- Implemented an automated task reminder system, enhancing team efficiency

CUSTOMER SERVICE

- Designed a user-friendly HTML email template for improved communication
- Established automated customer update emails, enhancing engagement

SALES

- Created an automatic Sales Dashboard for strategic insights
- Automated customer performance analysis for improved sales monitoring
- Developed a master rate file for effective freight rate negotiations
- Implemented a system for tracking sales pipelines and performance

CROSS-FUNCTIONAL

- Integrated departmental data into a comprehensive New Zealand dashboard
- Developed a customer booking pattern analysis model for strategic decisions
- Created model vessels based on booking patterns to optimize resources
- Built an import vessel model, providing extended visibility for forecasting
- Automated export forecasting, improving accuracy and efficiency

Equipment Coordinator | ZIM Integrated Shipping

May 2022 - October 2022

Responsibilities:

- Control equipment
- Forecast weekly demands
- Analyze monthly cost

Achievements:

- Automated vessel schedule updates, enhancing efficiency
- Reduced Customer Service Team's vessel data processing time from hours to just 1 minute
- Automated load/discharge/TDR processes, cutting time from hours to 3 minutes and minimizing human errors
- Addressed historical human errors, recovering approximately \$1 million in profits

Owner | Mao's Mood Café

January 2018 - June 2020

Responsibilities:

- Managed supply chain relationship
- Designed workplace stations

EDUCATION

Bachelor of Commerce – University of Canterbury

2019- 2021

Management, Operations & Supply Chain Management (Double Majors)

CERTIFICATIONS & SKILLS

- Certified Business Analysis Professional (CBAP®)
- Certified Associate in Project Management (CAPM®)
- Advanced knowledge of Microsoft applications – EXCEL
- Coding Language: VBA, Python, SQL, DAX language, M language
- Strong technical skills and experience in business analyst methodologies – Power BI, Power Automate
- Excellent verbal and written communication skills
- Excellent business process analysis and documentation skills
- Always driving for continuous improvement of performance
- Strong problem solving and critical thinking skills
- Excellent work ethics and positive attitude
- Project Management and strategy analysis
- Ability to work with multicultural stakeholders
- Excellent organizational skills and attention to details

VOLUNTEER EXPERIENCE & ACHIEVEMENT

Volunteer Teacher Assistant | Hagley Adult Literacy Centre

Feb 2021 – May 2022

Second Prize | UC Business School | Centre for Entrepreneurship

Mar 2020

Volunteer teacher | Shree Ranidevi Basick School

Jul 2018 – Aug 2018