NICOLE PHAN

BUSINESS ANALYST | DIGITAL DELIVERY | BUSINESS TRANSFORMATION

0481 319 357 | nhiphanyen2000@gmail.com | www.linkedin.com/in/nicolephan1220/ https://annhieen.github.io/Nicole/

SUMMARY

Business Analyst with hands-on experience delivering digital and process transformation across customer-facing and operational environments. Experienced in connecting customer needs, business operations, data and technology to understand complex problems, define solutions and support delivery from discovery through implementation. Brings structured problem-solving, systems thinking and cross-functional delivery capability, with a focus on improving customer experience, operational efficiency and service scalability.

KEY ACHIEVEMENTS

- **Digital & Operational Transformation:** Led a portfolio of 20+ digital transformation initiatives across customer-facing and internal operations for a 40+ property portfolio spanning digital self-service, AI-enabled workflows, internal management systems and data-driven operational improvement, reaching 100K+ users and supporting both customer acquisition and day-to-day service delivery.
- **Customer & Operational Impact:** Redesigned customer acquisition, self-service and operational workflows, contributing to an approximately 50% reduction in repetitive customer enquiries and 70% reduction in manual processing time across key workflows.
- **Business Systems & Data Integration:** Designed and shaped internal business systems, including Rumi Ops, a internal multi-property task and event management tool, defining user roles, workflows, permissions and reporting. Leading discovery and solution design for a separate Property Analytics & Intelligence Platform, defining workflows, business rules, data models, access requirements and integrations across StarRez, Xero and internal systems to improve operational visibility, reporting and decision-making
- **Complex Delivery:** Managed 100+ annual projects across 20+ global brands, coordinating international stakeholders, internal teams, agencies and external partners across multiple concurrent priorities and workstreams.

AREAS OF EXPERTISE

Business Analysis: Requirements Elicitation & Analysis · Process Mapping · Business Rules · Epics, User Stories & Acceptance Criteria · Customer Journey Analysis · Data & Systems Analysis

Digital Delivery: Agile Delivery · Waterfall-Style Delivery · Backlog Management & Refinement · UAT · Product & Process Improvement · Implementation & Release · Continuous Improvement

Stakeholder & Cross-functional Delivery: Stakeholder Management · Workshop Facilitation · Business & Technology Alignment · Cross-functional Collaboration · Dependency Identification & Coordination

Tools: Jira · Confluence · Microsoft 365 · Miro · Figma · Power BI · SQL · Google Analytics · Google Apps Script · StarRez (PortalX) · Webflow

PROFESSIONAL EXPERIENCE

RoomingKos Jan 2025 – Present

Business Analyst (Digital Transformation & Product Delivery) · Melbourne, VIC

Lead business analysis and digital delivery across customer-facing and operational initiatives for a multi-property accommodation business, spanning customer journeys, self-service platforms, AI-assisted workflows and internal processes.

- Analyse customer journeys and operational processes to identify pain points, process gaps and improvement opportunities, translating business and user needs into structured requirements, business rules and future-state workflows.
- Lead 20+ digital initiatives through delivery, developing user stories and acceptance criteria, aligning stakeholders, and supporting backlog refinement, UAT, implementation and release, turning business needs into production-ready solutions.
- Redesigned customer self-service journeys across the website and resident portal, contributing to an approximately 50% reduction in repetitive customer enquiries to the operations team.
- Built a guided website enquiry form to capture customer requirements, alongside a separate internal room-matching workflow that uses enquiry details and availability data to prepare options for leasing staff to review, reducing manual enquiry-processing time by approximately 70%.
- Led end-to-end product definition, build and delivery of Rumi Ops, a multi-property task and event management platform that helps teams manage work centrally and reduce fragmented tracking. Drove requirements gathering and analysis, translating operational needs into the data schema, workspace and role-based access model, and task and event workflows; built, tested and deployed the product, then delivered post-launch improvements.

- Design and shape internal business systems, including a Project Management Tool and Property Analytics & Intelligence Platform, improving workflow visibility, reporting and operational decision-making across the business.
- Define workflow, data, access and integration requirements across different systems, enabling operational, tenancy and financial data to support reporting, dashboards and automated workflows.

Deakin University Nov 2024 – Nov 2025
Call Centre Operator · Melbourne, VIC

Delivered frontline student support across high-volume CRM channels, combining customer service with analytical problem-solving to improve service quality and customer experience.

- Managed high-volume student enquiries across phone and digital CRM channels, analysing recurring contact drivers and customer feedback to identify opportunities for service and process improvements.
- Maintained accurate customer records while consistently meeting service standards in a fast-paced contact centre, delivering timely resolutions and a positive student experience.

Self-Employed Dec 2023 – Nov 2024
Independent Branding Strategy Consultant · Vietnam

Advised businesses across finance, F&B and fitness on customer proposition, market positioning and strategic business challenges.

- Led client discovery and structured problem analysis, combining customer, market and competitor insights to identify underlying business challenges and develop evidence-based recommendations.
- Translated broad business objectives into clear strategic options and implementation priorities**,** presenting recommendations to business owners and working with delivery partners to support execution.

OpenAsia Group Sept 2020 – Dec 2023
Marketing & Public Relations Specialist · Vietnam

Managed market strategy, brand localisation and multi-stakeholder project delivery for a portfolio of 20+ global premium and luxury brands, including Hermès, Patek Philippe and Rimowa, strengthening local brand visibility and supporting commercial growth in Vietnam.

- Conducted market, customer and competitor analysis to identify growth opportunities and developed market-entry strategies supporting the launch and expansion of 5+ international brands in Vietnam.
- Managed and delivered more than 100 annual media, communications and brand activation projects across the brand portfolio, coordinating internal teams, agencies and external partners across concurrent workstreams and competing priorities.
- Advised global and local brand stakeholders on customer engagement, localisation and partnership strategies, translating market insights and commercial objectives into practical recommendations.
- Introduced standardised workflows and documentation practices, improving delivery visibility, cross-functional coordination and execution consistency across multiple brands and projects.

EDUCATION

Deakin University Mar 2024 – Feb 2026
Master of Commerce - Business Analytics & Information Systems
Distinction · GPA: 3.25/4.0

Foreign Trade University, Vietnam Sept 2018 – Sept 2022
Bachelor of International Business Economics
Distinction · GPA: 3.42/4.0

ADDITIONAL EXPERIENCE

Ăn Vặt Bíc Beng Dec 2025 – Present
Founder · Melbourne, VIC

Founded and run an end-to-end Vietnamese snack business, overseeing business operations across product sourcing, pricing, inventory, marketing and customer experience.

- Designed and implemented a centralised business operating system to manage orders, inventory, revenue, cost and product performance, establishing a single source of truth for day-to-day operations and decision-making.
- Analysed sales trends, customer purchasing behaviour and product performance to optimise inventory planning, pricing decisions and product offerings, reducing waste and supporting sustainable growth.

Our Melbourne Diary Dec 2024 – Present
Digital Content Creator · Melbourne, VIC

Built and grew a lifestyle-focused digital platform to 4,000+ followers, showcasing Melbourne lifestyle, food, travel and culture through data-informed content strategy and audience engagement.