

Ray Tse

Personal Statement

Detail-oriented postgraduate with five years of experience in business analysis. Proficient in IT and communication skills and can coordinate with different functional teams. Passionate about applying my skills to analyse the company's needs and build good client's relationship.

Location: Warrington

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Education

Skill for Life Frontend Developer Bootcamp, Skills for Life Bootcamps

11/2022-Current

MA Journalism, Media and Communication, Cardiff University

09/2021-12/2022

BA (Hons) Social Science, Edinburgh Napier University

09/2014-05/2016

Work Experience

Consultant, Cloudnifier

04/2021-08/2021

- Improved CRM environments for two international companies using Agile project management and according to the project lifecycle and development scope
- Successfully collaborated with overseas back-end support, achieving a 100% support response rate
- Maintained 100% KPI for IT operational functions and help desk operations according to SLA
- Prioritised tasks based on time scope and importance, delivering all assignments on time

Business Analyst (IT), Apple Storage

11/2020-03/2021

- Facilitated information exchange between six teams to progress project processes
- Resolved IT support requests for over ten local branches
- Led the reconstruction of the CRM system and improved communication between two functional teams
- Communicated with clients and functional teams to understand business requirements and provided written and verbal reports, and managed the project process by using Trello

Assistant Business Analyst, Cargo Service Far East

09/2018-08/2020

- Analysed current business and operational processes of two operation teams, offering recommendations for improvement
- Implemented process optimisation, boosting operation team productivity by over 50%
- Mediated between two functional teams, analysing requirements and system functionality
- Coordinated between functional teams and nine branches in Hong Kong and China, providing suitable answers and information

User Liaison Officer, Cargo Service Far East

09/2016-08/2018

- Responded to inquiries and provided solutions to system users via phone and email
- Conducted user training to improve knowledge of D365 and internal operation software
- Identified use case by communicating with functional teams and stakeholder, and created CRM environment prototyping as proof of concept
- Generated reports and dashboards using D365, MS Excel, and SQL, and advised workflow optimisation and productivity analysis based on the business data

Skills and Language

CRM: Microsoft Dynamics 365 (CE), WIX

Paid Advertising: Meta Business Suite

Language: English (Fluent), Cantonese (Native), Mandarin (Fluent)

Programming and Frontend Developing: SQL, Javascript, HTML5, CSS3, Javascript, jQuery, Bootstraps

Office Software: Microsoft Office Suite (Excel, Word, Powerpoint), Google Workspace Suite, Luminar 4, Affinity Designer, Trello

Personal Project

Online Bookstore Owner, *Big Deal Culture* (Instagram: @bigdealculture)

05/2020-01/2023

- Established good relationships by creating interactive content frequently by Canva and Luminar 4
- Created social media content and gained over three thousand followers on Instagram
- Enhanced customer experience by managing CRM platform (WIX) with over 1000 products online
- Provided on-time responses to customers' direct messages and kept a 100% response rate

Sub-committee, *Cardiff University HKPASS*

12/2021-06/2022

- Wrote 3 column stories to introduce Hong Kong culture in the joint university collection
 - Teamed with six committees and maintained excellent and effective communication
 - Reviewed the column content with the committee team and researched the correct information
 - Researched Hong Kong cultural and converted the information into audience-drawing writing
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