

Louisa Zhang

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SUMMARY

Results driven professional with experience across analysis, customer experience, and business operations within fast paced environments. Skilled in conducting detailed investigations, analysing complex information, and communicating clear insights to support decision making and process improvement. Known for strong attention to detail, critical thinking, and the ability to manage multiple priorities while delivering high quality outcomes.

EMPLOYMENT HISTORY

Facilitator, Student Service Representative — University of Melbourne Parkville

May 2026 — Current

- Provide administrative and advisory support across the student lifecycle within a complex higher education environment.
- Ensure enquiries are thoroughly investigated using multiple University systems, analysing information to resolve complex cases efficiently.
- Supporting continuous project initiatives to identify, diagnose, and resolve operational pain points to implement effective solutions with customer focused outcomes.
- Demonstrate strong analytical, organisational and problem-solving skills within a fast paced administrative environment.
- Facilitate team capability by training and mentoring new staff, simplifying complex processes, and promoting consistent service delivery across the team.

Associate Consultant – Customer Experience — Capgemini Docklands

Aug 2025 — Dec 2025

- Analysed customer journeys and engagement touchpoints to identify trends and patterns in customer behaviour for improving experience and communication.
- Prepared data driven reports and proposal decks for clients, translating insights into decisions that support changes to their business model proposition.
- Developed and implemented CAD scripts to automate analysis of media and advertising data.
- Designed and delivered slide decks for internal teams, sharing insights and best practices to enhance understanding of marketing concepts, customer engagement, and data-driven strategies.
- Applied insights from data analysis to inform strategic decision-making and content recommendations, relevant to marketing and digital engagement to influence commercial outcomes.

Remediation Analyst (Contract) — NAB Docklands

Mar 2024 — Dec 2024

- CRE Valuations: Conducted thorough investigations into customer complaints regarding Commercial and Rural valuations, identifying trends and discrepancies to ensure regulatory compliance.
- Achieved over 90% productivity in case execution while maintaining an error rate below 2%.
- Navigated significant changes within the valuations project, adapting to evolving requirements and improving processes for Commercial and Rural valuations.
- Spearheaded process improvement initiatives that reduced manual errors and improved the accuracy of on-charging procedures to influence reporting and operational outcomes.
- Investigated and corrected billing errors related to incorrect GST application and unwarranted fees, safeguarding customer interests through data driven analysis.
- AFCA Policy Complaints: Conducted comprehensive investigations into NAB add-on policies, identifying instances where customers were misled during the sales process, leading to complaints and compliance issues.

- Led detailed reviews of historical customer files and conducted root cause analyses of complaints, collaborating with AFCA to resolve policy disputes and identify patterns of misinformation.

Marketing Consultant (Contract) — Spotzer Digital Amsterdam

Jun 2024 — Jul 2024

- Developed and executed comprehensive business proposal briefs and digital marketing strategy for the launch of a new digital product line.
- Conducted market research and competitor analysis to identify opportunities or gaps in market and refine client positioning and messaging.
- Analysed client's current performance through data analytics, cleaned data, and provided detailed analysis of current performance, actionable insights, and future projections based on data.
- Collaborated with cross-functional teams such as sales, design, data, operations, and product to ensure cohesion in delivery and messaging.

Sales Consultant Supervisor — David Jones Bourke Street Mall

Nov 2020 — Current

- Consistently exceeded sales targets, contributing to overall category performance and demonstrating a strong commercial mindset.
- Supported assortment planning and visual merchandising strategies, optimising product placement to increase customer engagement and drive sales.
- Conducted detailed stock take investigations and cycle counts, ensuring accurate inventory levels, identifying discrepancies, and improving stock flow across multiple categories.
- Achieved sale goals and received awards in recognition of highest number of sales reached and KPI targets, including opening David Jones American Express credit cards, reaching sale targets, and customer retention averaging above 70%.
- Analysed sales trends, customer behaviour, and product performance to provide actionable insights that informed merchandising and promotional decisions.
- Collaborated with cross-functional teams, including visual merchandising, store operations, and marketing, to ensure consistent execution of campaigns and in store presentation standards.
- Proficient in managing stock management reports by effectively monitoring inventory levels and stock accuracy through cycle counts and stock take.
- Enhanced the customer experience through strategic product placement and attention to visual presentation, contributing to both sales growth and brand reputation.

Assistant Receptionist — Paul Sadler Swimland Braybrook

Apr 2017 — Dec 2019

- Excelled in organisational tasks and multitasking, efficiently handling various responsibilities such as scheduling appointments, updating client and file information, and coordinating sales and merchandise logistics.
- Proficiently managed front desk operations, ensuring a welcoming atmosphere, directing inquiries, and efficiently handling administrative tasks to enhance overall functionality of work.
- Efficient time management enabled promptly handling customer interactions while ensuring thorough issue resolution and maintaining service quality.
- Developed strong customer loyalty and relationships by connecting with clients.

EDUCATION

Master of Management (Marketing), University of Melbourne

Bachelor of Arts, University of Melbourne — *Major in Psychology and Media Communications*

Diploma of Languages, University of Melbourne — *Major in Chinese Mandarin*

SKILLS

Brand Strategy • Administration & Coordination Skills • Leadership • Data Analysis and Insights • Stakeholder Engagement • Customer Experience Analysis • Complaint Resolution