

KAFONG ZHU

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SUMMARY

A digital consulting and marketing professional with 3+ years of experience, currently helping internal teams at CBRE unlock business value through data, process improvement, and smart application of technology. I specialize in bridging the gap between business and tech—translating real-world challenges into practical digital solutions. With a background in project delivery and data-informed decision-making, I'm driven by the impact thoughtful digital tools can have on both day-to-day operations and long-term growth.

WORK EXPERIENCE

Business Analyst, CBRE

Sep 2024 - Present

- Act as a functional consultant within cross-functional agile teams, translating business requirements from internal stakeholders into actionable user stories for technical teams
- Support multiple business units in optimizing operational processes through the implementation and enhancement of digital tools, including data platforms and business applications
- Contribute to internal business cases and proposals by performing impact assessments and identifying process improvement opportunities enabled by technology

Business Analyst, Deloitte Consulting

May 2022 - Jul 2024

- Collaborated as functional consultant in multiple scrum teams, where I assured that all stakeholders understood their role and the progress of each project
- Supported in the delivery of multiple client proposals on various strategy and management topics, where I managed the overall report coherence and data requirements
- Grew the Dutch commerce practice by leveraging the team's commerce platforms knowledge such as SAP, Salesforce, marketplaces and commercetools

Global Channel & Shopper Marketing intern, FrieslandCampina

Sep 2021 - Apr 2022

- Trained and delivered workshops to teams around the world about the Revenue Growth Management (RGM) over a period of 3 months
- Owned the tracking and reporting of progress of the RGM programme

EDUCATION

Master of Science in Marketing Analytics and Data Science

University of Groningen

- Fulfilled additional role as a Student Representative and later a board member at QUEST

Bachelor of Science in Business Administration

Hanze University of Applied Sciences, Groningen

- Minor in Business Management
- Fulfilled additional roles as Dutch language tutor and CRM coordinator of Hanze Open Days

ADDITIONAL INFORMATION

- **Technical Skills:** Microsoft Office tools, SQL, Project Management, Jira, Confluence, Pega Decisioning foundations, Product Inventory Management (PIM), Canva, WordPress, ServiceNow
- **Languages:** Dutch (native), English (C2), Mandarin (B2), German (B1)
- **Certifications:** SAP Commerce Cloud, Professional Scrum Master 1 (PSM1), Lean Six Sigma Green Belt, Salsify PIM, Mirakl Business Analyst, Wft Basis