

# LUKE WILKINSON

MBA | BUSINESS ANALYST

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## SUMMARY

I am a motivated and experienced Business Analyst with a demonstrated history of working in e-commerce using agile methodologies. Master of Business Administration from the Australian Institute of Business focusing in areas of project management, finance and strategy. Experienced with working with remote teams and handling multiple projects. Experienced in implementing and developing technology solutions to improve customer experience, workplace processes and opening markets.

Some of my major projects include: Customer Relationship Management system implementation for Customer Care; automation and payment processing of a new loyalty program for Small/Medium Enterprise Customer Strategy Team and Qantas Loyalty; launch and development of a voucher creation application for internal campaign managers and customer recovery specialists; automation of a new B2B website for Qantas Agency Centre; implemented automated payments and ticketing for several offshore sales teams; lead the global rollout of the Abandoned Basket product and product development; launched automated webforms for Customer Care and Contact Centres.

Through my projects I have honed my skills in requirement gathering, writing user stories and acceptance criteria, user experience and user acceptance testing. As an analytical thinker, I look at projects and opportunities with different points of view, considering customers, users, risks and costs.

## EDUCATION

### Master of Business Administration

Australian Institute of Business  
Adelaide SA  
Graduated in 2017

### PRINCE2 Practitioner

ALC Education & Consulting  
Sydney NSW  
Achieved in 2018

### Advanced Diploma of Hotel Management

Pacific International Hotel Management  
New Plymouth, NZ  
Graduated in 2006

### Certificate of Social Media Marketing

## EXPERIENCE

### Technical Business Analyst The Reach Agency

2020- Present

Running software delivery cycle in law-tech and fi-tech products.

#### Key achievements:

- Delivered highly customised class-action class actions software.
- Developed customised claimant-lawyer interview portal.

### Business Analyst - Payments Qantas Digital

2018- 2020

Agile project delivery and product development. Major focus on payment platforms and retail initiatives to drive revenue.

#### Key achievements:

- Migrated the Abandoned Basket product to a local vender. This enabled cost savings in vendor fees and opportunities to further customise the product.
- Lead the global expansion and translations of the Abandoned Basket product to our international markets.

Boston University (via edX)

Boston, USA

Achieved in 2017

### Trilogy Coding Bootcamp

University of Sydney

Sydney NSW

Expected completion March 2021

## ANALYST SKILLS —

- Eight years of experience in BA or related roles
- Stakeholder Management
- Data Interpretation
- Experienced in agile
- Wholistic impact analysis
- Gap analysis
- Process Improvement
- Writing user stories and acceptance criteria
- Worked in global teams
- Kanban, rituals and other Agile methods
- Creating user stories and acceptance criteria

## TECHNICAL EXPERIENCE —

- Atlassian applications (Jira and Confluence)
- Adobe applications (Adobe Analytics, Adobe Experience Manager)
- MS Office applications (Word, PowerPoint, Visio)
- Advanced at MS Excel
- Global Distribution Systems (GDS) – primarily Amadeus
- Customer Relationship Systems (CRM) – primarily Resolve
- HTML and CSS

- Developed a user interface to enable internal customers to manage their own flight voucher campaigns.
- Lead the development of the back-end processes to enable QBR point redemption.
- Active member of the crisis response team for covid-19.

### Business Analyst - Automation Qantas Digital

2014-2018

Agile and waterfall project delivery and product development, and continuous improvement of ticket fulfilment processes. I was primarily responsible for developing our CRM, reservation system, automated webforms and booking fulfilment. Major focus of workload reduction error reduction and cost reduction.

#### Key achievements:

- Integrated and aligned a FareLogix GDS into the existing Qantas Digital framework. Responsible for UX and back end system compatibility. This enable a major travel agent in China to sell Qantas as one of their preferred carriers.
- Launched automated ticketing in Scandinavia and South-East Asia, supported team members with similar projects.
- Launched automated voucher fulfilment of the FlightSwitch product.
- Launched an automated ancillary refund form on qantas.com, improving the customer experience online and reducing workload for the Contact Centres.

### Subject Matter Expert Qantas Customer Care and Baggage Services

2012 - 2014

In this role I represented the end users of a major project to replace the company's CRM. I was responsible to gathering feedback from end users, identifying major pain points and influencing the UX and process design of the final product. I was involved in the project from the requirement gathering stage until post-deployment and staff training.

#### Key achievements:

- Closed multi-year project to replace a legacy CRM
- Conducted a range of primary research methods such as interviews and focus groups
- Launched the automated customer feedback form
- Lead the development of automated insurance letters, reducing workload by approx. 10% and improving the customer experience by reducing response time

### Customer Executive Qantas Customer Care and Baggage Services

2012 - 2012

As a PR1 specialist, I responded primarily to high stakes complaints. These included claims of discrimination, injuries and where complainants had high media presence.

**Senior Sales Consultant**  
**Qantas Direct Contact Centre**

**2011 - 2012**

As a senior sales consultant, I was the first level of authority for front line staff. Major duties included complex fare construction, advice on fares and conditions and customer escalations.

**Sales Consultant**  
**Qantas Direct Contact Centre**

**2008 - 2011**

I was a high performing sales agent that could identify and convert appropriate up-sell opportunities. I maintained good rapport with customers and was always able to offer advice and alternatives to our customers.

**COMMITTEE  
MEMBERSHIP**

**Treasurer**  
**Maia Outrigger Canoe Club**

**2018 - present**

Coming into this role, the financial health of the club had been poorly managed in the previous year and were in considerable amount of debt. Over two seasons, I had the responsibility to pay off our loans and improve reporting measures. This was on top of general treasurer duties such as the management of club fees, risk management and delivering value to our members.

**Key achievements:**

- Paying the club's loan ahead of schedule
- Negotiating a partnership with the local sailing club, achieving operational benefits
- Secured funding for two second-hand canoes

**Marketing Coordinator**  
**Maia Outrigger Canoe Club**

**2018 - 2019**

My main responsibilities of Marketing Coordinator were to modernise the current marketing efforts of the club, increase engagement and improve reach.

**Key achievements:**

- Created the clubs Instagram account and curated visual content for a younger audience than our traditional social media platforms.
- Launched a new club website with our own URL and modernised our content
- Aligned club branding on Instagram, Facebook, Twitter and our website
- Created content about the culture of our club and sport; commentators of the Sydney Harbour Challenge 2019 acknowledged us as the most cultural club in Sydney.
- Advocated team members to wear club gear and post their own photos with club hashtags at community events, thus improving visibility in the community

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## REFERENCES

**Christian Bowie – Product Owner – Qantas Digital**

**0403 233 650**

**Aimee Martin – Product Owner – Qantas Digital**

**0410 667 831**

**Dean Colton – Manager – Qantas Customer Care**

**0438 744 763**

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