



Paola Nunez Bonilla

Business Analyst

CONTACT ME

- (+45) 51951354
- paolanbonilla@gmail.com
- www.linkedin.com/in/paola-nunez-bonilla
- Fredericia, Denmark

EDUCATION



AALBORG UNIVERSITET

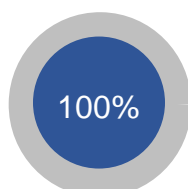
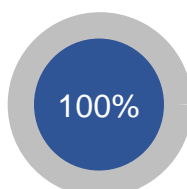
MSc in Information Technology
Aalborg University,
Aalborg, Denmark
2019- 2021



Bachelor Degree in Communications
Universidad Anahuac,
Mexico City, Mexico
2004 – 2009

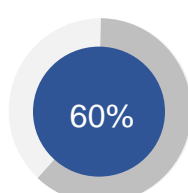
LANGUAGES

English Spanish



Danish

French



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Profile

I am a Business Analyst specializing in IT, with extensive experience in stakeholder collaboration, backlog management, and business process optimization. My expertise lies in analyzing business needs, prioritizing features, and aligning technology with business objectives to drive impactful digital solutions.

With a background in Microsoft Dynamics 365 CRM, agile methodologies, and UX-focused design, I enjoy gathering requirements, translating business needs into technical solutions, and working closely with development teams to ensure efficient execution. I transitioned from Marketing to IT during my Master's in Information Technology at Aalborg University, Denmark, leveraging my ability to combine strategic thinking, data analysis, and user experience insights to deliver scalable digital solutions.

My mission is to maximize business value through data-driven decision-making, process optimization, and cross-functional collaboration in projects in IT.

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Core Competencies

- **Business Analysis & Digital Strategy:** Requirements gathering, business process optimization, backlog prioritization, product roadmaps.
- **Enterprise Systems & CRM:** Microsoft Dynamics 365
- **Agile & Scrum Methodologies:** Sprint events, user story refinement, stakeholder management, cross-functional collaboration.
- **User-Centered Product Development:** Wireframing, prototyping, usability testing, accessibility standards.
- **Stakeholder Engagement & Communication:** Workshop facilitation, strategic alignment, product development collaboration.
- **Software & Digital Platforms:** • Microsoft Dynamics 365 • Dynamics Business Central • Whatfix • Salesforce • Axure RP • Adobe XD • Figma • Figjam • Miro • Optimal workshop • Azure DevOps • NVivo • IBM SPSS • Adobe Draw • Microsoft Office, and more.

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Professional Experience in UX/ UI Design

Business Analyst
Bunker Holding, Middelfart, Denmark
March 2022 - Present
Leading Bunkering Company



- My responsibility in the world's leading Bunker trading companies is to bridge IT and the Business.
- Assisted final users in understanding system processes and provided real-time support to ease adoption and integration.
- Supported the development and execution of digital solutions for Microsoft Dynamics 365 CRM, ensuring alignment with business needs.
- Managed backlog refinement and sprint planning, collaborating with developers and stakeholders to prioritize features based on business impact.
- Contributed to defining and maintaining **product roadmaps**, ensuring business objectives were aligned with technology strategy and development priorities.
- Conducted user research and feedback analysis to drive continuous improvement and adoption of IT solutions.
- Facilitated cross-functional collaboration between business teams, IT, and developers to enhance product functionality and system efficiency.
- Created and maintained process workflows, user personas, and documentation to ensure clear communication between stakeholders and development teams.
- Led global user training for Microsoft Dynamics 365 CRM, ensuring adoption across diverse cultures and multiple time zones before the system's rollout in 40+ offices worldwide. Furthermore, I traveled to Singapore during the system rollout, with the mission of providing on-site and remote support to end users across multiple regions, ensuring a smooth adoption process.

Software & Digital Tools

Microsoft Dynamics 365
Dynamics Business
Central
Whatfix
SalesForce
Axure RP
Adobe XD
Figma
Figjam
Miro
Optimal workshop
Azure DevOps
NVivo
IBM SPSS
Adobe Draw
Microsoft Office,

Among others

SOCIAL SERVICE & VOLUNTEERING

FAO
Food and Agriculture Organization of
the United Nations
Communication Assistant
Social Service (6 months)
2008
<http://www.fao.org/mexico/en/>

WOBI
Communication & PR Assistant
During Events
2008- 2014
<https://www.wobi.com/>

Indie Rocks Columnist
Volunteer
2010- 2013
<https://www.indierocks.mx/>

Junior Professional NTT Data, Aalborg, Denmark

Aug 2020 - Sep 2021 (1 years 1 month)

Multinational Technology consulting firm.

NTT DATA

- During my internship in NTT Data, I worked with the Design Thinking approach in all of the projects I collaborated on. Besides participating in design thinking workshops, I also collaborated on defining, designing, and validating IT-driven business solutions. I worked with stakeholders from diverse companies e.g. Børns Vilkår, Aguardio, Hempel, Epinion, Lego, and others.
- Conducted qualitative and quantitative analysis to enhance system usability and operational efficiency.
- Research and design of "The AI Learning Helper" a Conversational AI-based application as part of a thesis project aimed at helping children aged 6-9 years old become confident readers by leveraging AI to create interactive and engaging learning experiences. This project was a finalist in The Index Awards 2021 and a winner in the SAP Awards 2022.
<https://theindexproject.org/award/winnersandfinalists/ai-learning-helper>

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Professional Accomplishments in my Sales & Marketing Background

Creation, development, and implementation of B2B strategies based on the creation of Buyer Personas and their lifecycle stages for Ocesa's 5 Key Accounts, which to the date are still working under this principle. (Ocesa)



Record of sales results attracting important customers and luxury brands through marketing strategies. These customers are still working with ifahto and relying on them as their leading agency. (ifahto)



ESTÉE LAUDER



Launching of strategic partnerships such as "Google & PwC", "PwC + Strategy&" among others (PwC).



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Previous Work Experience

PwC Marketing Coordinator (2014-2017)

Mexico City

Consulting Firm

<https://www.pwc.com/mx>



- Developed **B2B strategies** for customer engagement and portfolio and market expansion.
- Led **customer data analysis and segmentation** to optimize Marketing engagement strategies.

ifahto

Accounts Executive / Sales & Marketing (2013-2014)

Mexico City

Marketing Agency

<http://ifahto.com>



- Managed marketing campaigns and activations for major brands, including **BMW, Toyota, Adidas, Novo Nordisk, Hasbro**, and others.

LIVE NATION

Marketing Coordinator (2010-2013)

Mexico City

Live Nation is the global leader in Entertainment & Music Promoting Company

<http://www.ocesa.com.mx/>



- Designed **customer engagement and retention strategies** for large-scale events, resulting in **25% annual revenue growth**. Worked with brands like: Coca-Cola, Corona, Audi, and more.