Brendan John Edwards

Address	70 Camp Road, Langwarrin South, Victoria, 3911
Mobile	0407 526 745
Email	brendan.edwards@understatedexcellence.com.au

Profile: Digital Business Analyst specialising in Optimisation of Digital Assets

Seeking a role working across multiple domains and technologies, with opportunities for continued learning and to have a positive impact on the Australian community.

Qualifications and experience in computer systems, virtual communications, technical marketing; data analysis, process engineering and working in various company sizes and structures.

Natural people and networking skills with an ability to easily work in multifunctional, multidisciplinary and distributed teams.

Work History

PowerMaintenance Group	Digital Marketing Manager and Project Manager	Oct 2018-Jun 2024
Telstra Network Operations	Broadband Designer	Mar 2016-Jun 2018
Virtual Accident	Web Architect (SEO)	Nov 2013-Mar 2015
Australian Drug Foundation	Web Analyst	Dec 2012-Nov 2013
Business Victoria Online (Small Business Victoria)	Product Coordinator and Application Manager	Feb 201- Nov 2012
Business Spectator	Analyst | Programmer (SEO)	Aug 2009-Jun 2010
Express Teleconferencing	Technology Officer	Oct 2007-Nov 2008
Telstra Research Laboratories	Senior Research Technologist	Jan 1987-Mar 2006

Education

Graduate Certificate in Applied Data Science (Charles Sturt University, Wagga Wagga)	2022
Agile Data and Information Management (Charles Sturt University, short course)	2021
Marketing Analytics and Insights (RMIT University, Melbourne, Victoria)	2018
Master of Arts (Virtual Communications) RMIT University, Melbourne, Victoria	2006

- Research Paper: Can emotional cues be employed in Internet Communications Technologies to establish, sustain or increase membership participation in a Community of Interest?
- I proposed a new *Emotional Consumer Model* based on *Recognition and Anticipation, Perception, Motivation and Memory* replacing the traditional Rational or Logic consumer model

Diploma of Engineering Barton Institute of TAFE, Melbourne, Victoria	1998
Associate Diploma of Engineering (Computer Systems) Barton Institute of TAFE, Melbourne	1998
Associate Diploma of Engineering (Electronics) Barton Institute of TAFE, Melbourne	1990
Certificate of Technology (Electronics) Moorabbin College of TAFE, Melbourne, Victoria	1991
Basic Electronics certificate Moorabbin College of TAFE, Melbourne, Victoria	1985

Tools

Analysis	• Screaming Frog; Tableau; QlikView; Lynx Text Reader, SPLUNK,
Analytics	• Google and BING Analytics and Webmaster Tools; Event Tracking (Downloads, External sites); Aswat's; Binary Canary
Automation	• Excel (VBA); iMacro; UI Path
Communication	• Outlook, TRIM (Email and Document Management and Retrieval), MailEnable; Gmail; MailChimp; Wufoo Forms
Configuration	• WHM, cPanel, Domain and DNS Management; Microsoft Exchange (user administration and Exclaim Email Signatures)
Development	• Adobe Dreamweaver; Bitnami; Virtual Box; WordPress; Joomla! Moodle eLearning; SharePoint; CSS, HTML, PHP and PHP MyAdmin; RegEx
Documentation	• Microsoft office suite of tools (Word, Excel, PowerPoint, Visio); draw.io
Media	• Photoshop and Fireworks (Adobe), GIMP; Pixlr
Management	• Jira, Tempo and Confluence (Atlassian project management); Gemini (Open-source ticket management application); Open Project (open-source project management application)
Social and Interpersonal	• Highly developed interpersonal networking and social skills with ability to comfortably work with multifunctional, multidisciplinary and distributed teams.

Techniques and Skills

Application and Data Design and Management	• IT Infrastructure management including server, domain, email configuration • Development, testing and maintenance • Process optimisation • Data and information reliability improvements by cleaning and standardising for future use
Branding and Digital Strategy	• Websites, downloads, text, image, video (multi-media) • Holistic and recognisable design elements, including filenames
Documentation	• Detailed research evaluations of products, competitors and markets • Detailed, easy to understand, technical and user process instruction manuals • Simplifying complex ideas and concepts for quick and accurate decision making
Information Architecture, Design and Management	• Websites, downloads, text, image, video (multi-media) • Content, layout, navigation for easy to find important and relevant information
Mentorship	• Provide strategic advice related to products, technologies, techniques and markets; and how they can be applied to an industry or domain • Provide independent evaluation of advice given by external parties, to ensure correctness and suitability for the user's needs, wants and goals
Web Presence Optimisation	• Organic (non-paid) onsite search engine optimisation • Design and apply strategies for best use of digital assets
Continuous Learning, Professional Development	• Adaptable and self-motivated to gain and retain updated and current, relevant and interesting knowledge, techniques and skills

Referees:

Detailed resume and referee list available on request

PowerMaintenance Group: Digital Marketing Manager, Project Manager

- PowerMaintenance, operating in a highly regulated industry with strict customer privacy requirements, commissioned a restricted server for customer records. Contract renewals and acquisitions were concentrated into very busy periods. However, data from customer interactions was manually processed. To streamline the process and to increase throughput to include another 200-500 customers in the same time or less, I developed 'proof of concept' for automated data entry, form, and email generation, primarily using Excel, with formulas, Visual Basic, and integrations with Word, Outlook, PDFs, and Mail Merge. Key challenges included restricted server permissions, fluid project specifications, inconsistent data formatting, and user errors. The solution resulted in consistent file formats, improved data integrity, reduced privacy risks, and easier document management.

- PowerMaintenance commissioned a cloud-based mobile image sharing app for archiving personal images or sharing them with contacts. I managed the project, overseeing administration, configuration, and testing. This involved collaborating with interstate project managers, international developers, a Microsoft Azure team, and legal teams for trademark registration. I also registered an Apple Developer account and DUNS number to self-host the app. Development faced challenges, including fluid specifications, minimal documentation, and inconsistent functionality with each update. I created a User Acceptance Test (UAT) plan to ensure operational consistency, but due to ongoing issues and limited progress, the project was eventually cancelled. Despite strained relations, I secured a copy of the incomplete source code for potential future use.

- PowerMaintenance commissioned a remote IT service desk called OnlineHelpDesk, which included a ticketing system, marketing website, 1300 number integration, knowledgebase, and upsell opportunities. Initially, an external developer was building the ticketing system using the Laravel framework, but progress was slow and inconsistent. I recommended selecting a configurable off-the-shelf product instead of developing a custom application. After evaluating several cloud-based options, Freshworks was chosen due to its seamless integration of useful tools like Freshdesk, Freshsales, Freshmarketer, and Freshchat. I worked closely with the Freshworks support teams to configure and test integrations, coordinated with 1300 number providers, and developed key documentation. This included website wireframes, content briefs, FAQs, troubleshooting guides, interview templates for staff hires, and product evaluation reports. I also assisted in analysing complementary products and services to upsell to customers during service inquiries.

Telstra Broadcast and HFC Engineering, Telstra Operations: Broadband Designer

- Telstra was decommissioning the DialIP Platform (the original Big Pond dial-up internet service) which was End of Life and vendor support had ceased 5 years previously. Power Supplies, Modem Cards, Cooling Fans and various other components on individual TNT devices were failing. Major Government, Enterprise and remote customers were still on the platform and needed to be migrated before the service totally failed. I successfully managed and maintained spare components in telephone exchanges around Australia while co-ordinating the installation refurbished of TNT devices with working cooling fans and other components in single visits, which would normally take multiple site visits, increase business costs and delay reliability improvements. I developed reporting tools, device interrogation scripts, data models and sourced data from internal data providers to provide status and migration updates for various interdepartmental stakeholders until all customers were fully migrated to alternative solutions.

- Telstra Operations were undertaking a time and budget critical project (HFC NBN D123) to upgrade Docsys 1 modems to Docsys 3 modems in 280 sites across Australia. My role included component and workforce management. I also recommended a technique to verify successful modem upgrade by recording a spectrum frequency response. The project was delivered under time and under budget making a profit for Telstra. I received a Recognition AWARD for contribution.

- Noted in Annual Performance Review that I had very valuable skills for Telstra and Tandem and received full bonus and pay rise.

Virtual Accident: Web Architect

- The Virtual Accident (now Interactive Developments) website was based on a WordPress CMS. However, early iterations were hard coded and limited the ability to separate presentation, structure and functionality and did not accommodate mobile friendly design or multi browser compliance. I reviewed several proposed options and made a recommendation based on standards, security, maintenance and support. This influenced the design and uptake of new website architecture more suitable to business needs and ongoing support, still based on WordPress as the preferred CMS. I then implemented the design and liaised with vendors and developers to ensure the solution met requirements. Feedback on the front-end design was extremely favourable from internal and external stakeholders.

- Solved several technical issues with WordPress extensions used on the Virtual Accident website. Through analysis, development, and liaising with developers I was able to improve reliability and functionality. A backup and restoration plugin database table names were installed twice using different cases. Removing duplicate tables enabled successful migration from development to production servers. Customised functionality of a WooCommerce plugin by adding extra fields, contextual error messages and updating structures to allow recompression and upload methods. This mitigated limitations from the extension being developed on a Mac platform.

Web Analyst: Australian Drug Foundation (ADF)

- The Australian Drug Foundation (ADF, now Alcohol and Drug Foundation) had multiple websites developed and hosted by various developers who were replaced over time by new developers. This meant a single ADF site may have had two, three, or more developers over time. An ADF website site unexpectedly went off-line, potentially impacting end users, brand finances. Investigations at the host indicated the site was still functional; while further investigations found the domain was registered and owned by a previous developer; and not by the ADF. Contacting the developer, it was soon discovered that during cleaning up of their IT systems, they deleted unused DNS records. The domain had become separated from the DNS. I was able to organise to have the DNS record reinstated to bring the site back online, then organise for the transfer of ownership to the ADF to the same host as the domain. I then reviewed all other ADF domains and consolidated other domain name registrars and DNS hosts to a single provider to simplify system domain management, improve site reliability and protect ADF brand perception and funding.

- Google was updating the compliance requirements for Not-for-Profit organisations, Google Grants. To ensure continued subsidised advertising, a critical component for their advertising budgets, I project managed the technical and administrative requirements for the ADF Google Adwords account to comply with the updated Google Grants requirements. Successfully completed, this ensured subsidised Google advertising continued.

Business Victoria Online (Small Business Victoria): Product Coordinator / Application Manager

- The Event Management System (EMS) was a bespoke IT application developed and maintained by external vendors and was used by internal state government departments and external small businesses and groups to promote events for small businesses. Any change request(s) would need to be fully documented, justified and then implemented on a staging, testing and production server. This made fixes time consuming and expensive. The preferred method to promote events on the websites and other promotional materials was URLs linked to specific events. However, a simple and reliable URL format was not available. I conducted several tests and liaised with the developers to confirm and document a URL format that improved utilisation of the EMS to filter events dates, types and locations for internal staff and end users.

- Due to the limitations of the Event management System (EMS) and the cost of modifications to upgrade functionality, I developed user friendly 'cheat sheets' for internal and external customers noting product limitations with tested and approved assists that helped reduce help desk calls, and the need to request expensive changes.

- When Microsoft browser IE9 was first introduced, the Google Map for an event in the EMS was not displayed. A request was made to the vendor to update the application. However, a response from the vendor proposed an intrusive end user solution that was not suitable for a seamless user experience. I sourced and recommended a simple solution to correctly display the Google Map's, which was implemented by the vendor, reducing BVO development costs and rendered the location of the event correctly.

- Coordinated the team of 8 staff and reported to management during the absence of the Operations Manager

- Appointed to be the technical representative on an interview panel for a new position and recommended a suitable applicant that was successful in the position.

Business Spectator: Analyst / Programme, Search Engine Optimisation

- The Business Spectator website was developed using Lotus Notes. With no previous experience of Lotus Notes, I conducted a site audit that included working out the application was constructed to find the meta tags used in Search Engine Optimisation, and information architecture and menu layouts. I reviewed options and recommendations with the marketing director who suggested that the executive board had a strong desire for the site to remain the same, so were likely to be difficult to convince. However, my recommendations influenced the executive board to update the website navigation to benefit end user experience, improve discoverability of valuable information and resources, led to suggestions from the board on what other information should be made discoverable via the modified navigation menus. The tagging of articles and pages was carried over to a new site redesign (Drupal which replaced LOTUS).
- I trained newly qualified print journalists, appropriate techniques for writing for the web and how the psychology was different to traditional print; and SEO best practice using my experience from Telstra Research Laboratories and Virtual Communications (RMIT). Later journalist courses accommodated writing for print, and online.

Express Teleconferencing: Technology Officer

- All IT systems for this small independent telecommunications provider were on a single server. This included email and user accounts. Several comments had been made of the risks of this approach by the external IT helpdesk support team but were ignored to save costs. A virus was activated via email, which shutdown the email system, the call centre and services. While unexpected and extremely stressful, with the assistance of the external helpdesk support team, I managed the isolation of the server, elimination of the viruses and malware, and restoration to the server and services. The attack required several different applications to identify and neutralise and took most of the day. The source of the attack was an obvious SPAM email opened by a naïve user that resulted in a 'please explain' from me and an education program for staff on how to identify SPAM and what to do if SPAM email is encountered to protect future time, resources, and brand perceptions. While I was there, no other SPAM attacks impacted the services or server.

Other Interests

Remediation and Rewilding Project: The aim is to remediate a property in Langwarrin; to restore the flora as close to it was 70-100 years ago by removing pest trees, replanting local and indigenous species, and to retain the unique bird and animal life.	2021-current
Photography: Frankston Photographic Club (member)	2013-current
Committee Member: Social Secretary	2014-2019
VAPS 10 Years Service Award	2024
Volleyball: hardcourt (indoor), beach: (indoor and outdoor)	1995-2017
• World Masters Games (Melbourne) Beach Volleyball (Bronze)	2002
SCUBA Diving. Recreational 40m	1987-2012
• Qualified NASDS Master Diver	~1990
• Qualified PADI Divemaster - not current.	2006
• Cave Diving Association of Australia (CDAA - 464) - not current	2002
• Australia:	
o Victoria: Port Phillip Bay, Warrnambool, Port Fairy.	
o WA: Rowley Shoals (Continental Shelf, off Broome), Exmouth (Navy Pier) and Ningaloo Reef.	
o QLD: Whitsunday Islands.	
o NSW: Sydney, Merimbula, Bermagui (The Gulch)	
o SA: Mt Gambier (cave dive training), Fleurieu Peninsula (HMAS Hobart).	
o Tasmania: Bicheno.	
• International:	
o South America: Antarctica, Ushuaia, Rapa Nui (Easter Island), The Galapagos Islands	2003-2004
o Pacific Islands: Truk Lagoon near Guam, diving on WWII Japanese Warships.	2012
Oxfam Trail Walkers 100km charity walk (Melbourne) (Team 001 - Foot Sloggers)	2010
Member of Mornington Peninsula Wedding Group (Web Manager)	2009-2013
Member of Frankston Tourism Network	2006
Mechanical Clocks (Brass and Skeleton)	
Classic Cars: Owner of a 1987 Mercedes 230 TE (wagon)	
Achieved Queen Scout Award	