

Brendan John Edwards

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Understated Excellence Founder. Strategic Development. Analyst (Business, Digital, Data, Technology)

2006 - Current

Philosophy: It is what you don't see that makes the difference
Motivation: Always leave a place better than I found it

Tools and Techniques

Using the tools and techniques developed over time to always leave a place better than I found it; they are used across multiple domains including website development, optimisation, content creation, project management, SEO, eCommerce, digital strategy, technical support, problem-solving, and training.

Overall, a comprehensive approach to digital project development and support, emphasising a blend of technical skills, strategic planning, content creation, and client training to enhance business operations and online presence.

Tools

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

Techniques

<i>Application and Data Design and Management</i>	- 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
<i>Branding and Digital Strategy</i>	- Websites, downloads, text, image, video (multi-media) - Holistic and recognisable design elements, including filenames
<i>Documentation</i>	- 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
<i>Information Architecture, Design and Management</i>	- Websites, downloads, text, image, video (multi-media) - Content, layout, navigation for easy to find important and relevant information
<i>Mentorship</i>	- 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
<i>Web Presence Optimisation</i>	- Organic (non-paid) onsite search engine optimisation - Design and apply strategies for best use of digital assets
<i>Continuous Learning, Professional Development</i>	Adaptable and self-motivated to gain and retain updated and current, relevant and interesting knowledge, techniques and skills

Achievements

<i>Small Businesses, Start-Ups and Community Groups Training</i>	• Developed and improved business owners and group members technical expertise, and appreciation of digital and online technologies, techniques and strategies. The new expertise led to improved understandings for optimising their online presence and business processes.
<i>Strategic Content</i>	• Analysed current content, business owner objectives and customer requirements. • Discovered, developed and promoted new, novel and strategically valuable content. • The content has been utilised by successive designers either wholly or with minimal changes through subsequent site iterations
<i>Technical Support</i>	• Provided solutions to issues that required technical knowledge and analysis ◦ Using Google Webmaster tools, identified a malicious site linking to an online form on the website, filling the inbox with SPAM. Generated a new form with a new URL to replace the compromised form. ◦ The new form URL reduced the SPAM to zero, reduced recipient annoyance and improved mailbox management.
<i>Technical Development</i>	• Liaised with developers and third-party providers to fix, update or implement missing functionality required by the projects. ◦ <i>Artisteer Template Builder</i>, Drupal CMS. Discovered and debugged issue then informed developers who implemented the update fix. ◦ <i>Love Factory extension</i>, Joomla CMS. Edited code to implement PayPal payment method. The functionality was not on the development roadmap at the time, however subsequent versions have this functionality native.

Attended Training, Courses, Seminars

- Course: Big Data (Charles Sturt University)
- Course: Marketing Analytics and Insights (RMIT University)
- Course: Agile Data and Information Management (IT Masters, CSU)
- Course: Business Analytics Tools for Finance Professionals - Virtual Classroom Series (CPA Australia)
- Course: 5 Steps to marketing success for small business (The Schaefer Group)
- Seminar: Let's put your business on the map (Google and Senator Bruce Billson: Small Business Minister)
- Course: Strategic Business Planning: business seminar series (Hugh O'Donnell)

Memberships and Associations

- Membership: Australian Web Industry Association. Member Number: 965
- Frankston Photographic Club (2014 – current, Social Secretary: 2014-2019)