

Brendan John Edwards

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Professional Profile

Experienced **Digital Business Analyst & Applications Developer** with a strong foundation in data-driven decision-making, digital optimisation, and technical problem-solving. Known for delivering practical solutions across both government and private sectors using tools like VBA, HTML, SQL, and WordPress. Adept in cross-functional teamwork, systems analysis, automation, and stakeholder engagement.

Actively seeking role where I can support the Australian community through digital transformation, continuous learning, and collaborative project work.

Recent Work Experience

Land Remediation)	<i>Langwarrin South</i>	June 2024 - Current
Remediation and Rewilding Project: Aim is to remediate a property in Langwarrin; to restore the flora as close to it was 70-100 years ago; to retain the unique bird and animal life; and to remove pest trees.		
Australian Electoral Commission (AEC)	<i>Electoral Officer (Temp)</i>	May 2025
Verified House & Senate ballot formality with scrutineer oversight. Adapted quickly to multiple processes during election operations. Supported the integrity of Australia’s democratic process		
PowerMaintenance Group	<i>Digital Marketing and Project Manager</i>	Oct 2018 – Jun 2024
Developed automation tools (Excel VBA, Outlook, Word) for client documentation, reducing privacy risk. Managed a cloud-based mobile photo sharing app project via Azure & Apple Developer Portal. Improved digital file consistency and enabled secure, structured data handling		
Telstra Network Operations	<i>Broadband Designer</i>	Mar 2016 – Jun 2018
Managed decommissioning of legacy infrastructure (DialIP Platform). Developed tools to report device status and customer migrations. Maintained EOL hardware support and received full performance bonus		
Virtual Accident	<i>Web Architect (SEO)</i>	Nov 2013 – Mar 2015
Transitioned legacy website to modern, standards-based CMS. Led stakeholder engagement and improved multi-device compatibility		
Australian Drug Foundation	<i>Web Analyst</i>	Dec 2012 – Nov 2013
Identified and resolved DNS/hosting issues, restored critical sites. Consolidated domains and improved long-term site governance		

Selected Projects & Achievements

Data Automation Platform (PowerMaintenance)	Reduced data errors and improved client comms via VBA/Excel automation
App Development Oversight	Coordinated international developers and stakeholders for mobile archive app
AEC 2025 Election	Supported federal voting operations, upheld ballot integrity
DNS Domain Recovery (ADF)	Reclaimed control of lost domains, restored public services
Legacy System Decommission (Telstra)	Maintained critical services during tech retirement

Education and Professional Development

Graduate Certificate in Applied Data Science	Charles Sturt University	2022
Agile Data and Information Management	Charles Sturt University, (Short Course),	2021
Marketing Analytics and Insights	RMIT University, (Short Course),	2018
Master of Arts (Virtual Communications)	RMIT University. Developed Emotional Consumer Model in postgrad research	2006

Key Competencies

Applications and Systems Development	Process automation, scripting (VBA, RegEx), WordPress CMS, PHP/HTML, system integrations
Data Analysis and Optimisation	Tableau, QlikView, SPLUNK, Google Analytics, data cleansing, reporting
Project Delivery:	Agile projects, stakeholder collaboration, cloud app development, technical documentation
Problem Solving and Technical Support	Troubleshooting, cross-team collaboration, issue escalation/resolution
Process Improvement	Reducing manual steps, increasing data accuracy, enhancing user experience
Collaboration and Communication	Clear documentation, stakeholder training, mentoring, panel recruitment

Technical Skills

Languages/Tools	Excel VBA, HTML, CSS, PHP, RegEx, WordPress, SharePoint
Platforms	Microsoft Exchange, cPanel/WHM, DNS Management, Azure
Analytics	Google/Bing Webmaster Tools, Tableau, SPLUNK, Screaming Frog
Documentation and Project Management	Jira, Confluence, MS Office, Visio, draw.io
Automation	iMacro, UI Path, Excel Macros
SEO and Content	Google Analytics, Joomla!, WordPress, metadata strategy
Media	Adobe Photoshop, Fireworks, GIMP

Other Interests

Environmental Remediation	Land restoration in Langwarrin
Photography	Member of Frankston Photographic Club, former Committee Social Secretary
Volleyball & SCUBA	Competitive and recreational levels (incl. World Masters Games) SCUBA: Australia wide, South America, Guam
Charity	Oxfam Trailwalker Finisher (100km)
Classic Cars	Proud owner and restoring a 1987 Mercedes 230 TE
Queen Scout Award Recipient	

Referees

Upon Request

Further Reading

<https://www.understatedexcellence.com.au/experience.php>