

Brendan John Edwards

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Profile: Digital Business Analyst specialising in Optimisation of Digital Assets and Data

Seeking a role that has: a positive impact on the Australian community, multiple domains and technologies; continued learning and growth; ability to become fully immersed into the company.

Working in various company sizes and structures and using both formal and self-learning I have qualifications and experience in computer systems, virtual communications, technical marketing; data analysis, process engineering; and technical evaluations.

Having a positive outlook, I bring natural people and networking skills with an ability to easily work in multifunctional, multidisciplinary and distributed teams.

Work History

Land Remediation (Langwarrin)	Owner / Custodian	Oct 2024 - Current
Australian Electoral Commission	Temporary Assistant Level1 – Out-posted Centre Staff, Electoral Officer 1	May 2025-May 2025
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 2010-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 <i>Emotional Consumer Model</i> based on <i>Recognition and Anticipation</i>, <i>Perception</i>, <i>Motivation and Memory</i> 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

Referees

Upon Request

Further Reading

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

Highlights and Achievements

- The Australian Electoral Commission (AEC) coordinate and run one of the largest peace time operations in Australia when a federal election is commenced; the security, integrity and accuracy of ballot counts and formality being principal aim. I validated count and formality of House of Representative and Senate ballots, some with scrutineer's oversight; easily moved between different teams and processes; and participated in a short, yet critical role in ensuring the integrity of Australia's democracy during the 2025 federal election.
- PowerMaintenance, operating in a highly regulated industry with strict customer privacy requirements, commissioned a restricted server for customer records. 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. 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, legal teams for trademark registration and code of conduct review and Apple for an Apple Developer account and DUNS number to self-host the app.
- 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. I successfully managed and maintained spare components around Australia while co-ordinating the installation refurbished of TNT devices. 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.
- Noted in Annual Performance Review that I had very valuable skills for Telstra and Tandem and received full bonus and pay rise.
- 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. 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.
- 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. A single ADF site may have had two, three, or more developers over time. After an ADF website site unexpectedly went off-line, I found the domain was registered and owned by a previous developer; and the domain had become separated from the DNS. I organised DNS record to be reinstated and bring the site back online, then 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.
- Business Victoria Online used a bespoke IT application to manage and promote events for small businesses. Any change requests needed to be documented, justified and then tested on multiple servers (staging, testing, production). Fixes were expensive and time consuming.
- 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, without going through the change request process.
- 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.
- 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 was a Business and Finance Analysis website developed by prominent business reporters having influence on major Australian businesses and politicians. The site was developed using Lotus Notes. I reviewed the content and influenced the board that was not very keen to change the site, to make valuable content and resources easier to discover. This led the board highlighting further content to be made available.
- I trained newly qualified print journalists in techniques for writing for the web and how the psychology was different to traditional print, and on some basic onsite SEO techniques for their articles.

Tools

<i>Analysis</i>	Screaming Frog; Tableau; QlikView; Lynx Text Reader, SPLUNK,
<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 and Skills

<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

Other Interests

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.	2021-current
Photography: Frankston Photographic Club (member)	2013-current
Committee Member: Social Secretary	2014-2019
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: Victoria, WA, QLD, NSW, SA, Tasmania.	
- International: - South America: Antarctica, Ushuaia, Rapa Nui (Easter Island), The Galapagos Islands - Micronesia: Truk Lagoon near Guam, diving on WWII Japanese Warships.	2003-2004 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 (via Diveline SCUBA)	2006
Classic Cars: Owner of a 1987 Mercedes 230 TE (wagon)	
Achieved Queen Scout Award (1 st Langwarrin Venturer Group)	