

Brendan John Edwards

Address: 70 Camp Road, Langwarrin South, Victoria, 3911

Mobile: 0407 526 745

Email: brendan.edwards@understatedexcellence.com.au

Professional Profile

Digital business analyst, applications, and project manager with expertise in digital optimisation, and technical problem-solving. Proven track record of delivering effective, pragmatic solutions in both government and private sectors. Experienced with CMS platforms, programming languages, systems analysis, and automation. Comfortable in cross-functional teamwork and stakeholder engagement.

Seeking opportunities to contribute to Australia's digital transformation through collaborative project work and continuous learning.

Work History

| | | |
|---------------------------------|--|-------------------|
| Land Remediation (Langwarrin) | Owner / Custodian (career break) | Oct 2024-Current |
| Australian Electoral Commission | Temporary Assistant Level1 (Out-posted Centre Staff) | May 2025-May 2025 |
| PowerMaintenance Group | Digital Marketing Manager and Project Manager | Oct 2018-Oct 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 | 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 |
| <ul style="list-style-type: none">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, Perception, 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 | 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 |

LinkedIn Profile: <https://www.linkedin.com/in/brendanedwards007/>

Further details: <https://understatedexcellence.com.au/experience.php>

Tools and Applications

| | |
|---------------------------------|--|
| <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 (uptime monitor), Data and Statistics: (Weka, R, Excel) |
| <i>Automation</i> | Excel (VBA), iMacro (browser), UI Path (RPA) |
| <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, VBA, Python |
| <i>Documentation</i> | Microsoft office suite of tools (Word, Excel, PowerPoint, Visio), draw.io, |
| <i>Media</i> | Photoshop and Fireworks (Adobe), GIMP Open source), Pixlr (online open source) |
| <i>Management</i> | Jira, Tempo, and Confluence (Atlassian project management); Gemini (Open source ticket management), Open Project (open-source project management) |
| <i>Social and Interpersonal</i> | Highly developed interpersonal networking and social skills with ability to comfortably work with multifunctional, multidisciplinary, and distributed teams. |

Skills

| | |
|--|--|
| <i>Application and Data</i> | |
| <i>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> | Defining brand concepts and attributes, then implementing holistic and recognisable design elements across filenames, text, image, video (multi-media), downloadable brochures and information pamphlets, websites |
| <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</i> | |
| <i>Design and Management</i> | Websites, downloads, text, image, video (multi-media) Designed and implemented new information architecture to ensure user-friendly navigation and consistent design to easily 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 and social media recommendations Design and apply strategies for the best utilisation of digital assets. |
| <i>Continuous Learning, Professional Development</i> | Proactively and independently using curiosity engages in formal training, paid and free seminars and online forums and courses seeks current, relevant, and interesting information, techniques, and skills to be implemented in projects. |

Other Interests

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|--|-----------|
| Remediation and Rewilding Project: | 2021-now |
| 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. | |
| Photography: Frankston Photographic Club (member) | 2013-now |
| 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: | |
| ○ Victoria: Port Phillip Bay, Warrnambool, Port Fairy. | |
| ○ WA: Rowley Shoals (Continental Shelf, off Broome), Exmouth (Navy Pier) and Ningaloo Reef. | |
| ○ QLD: Whitsunday Islands. | |
| ○ NSW: Sydney, Merimbula, Bermagui (The Gulch) | |
| ○ SA: Mt Gambier (cave dive training), Fleurieu Peninsula (HMAS Hobart, near Rapid Bay). | |
| ○ Tasmania: Bicheno. | |
| • International: | |
| ○ South America: Antarctica, Ushuaia, Rapa Nui (Easter Island), The Galapagos Islands | 2003-2004 |
| ○ 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) | |
| Recipient: Queen Scout Award | |

Australian Electoral Commission**May 2025 – May 2025**

In May 2025 Australia held a federal election. The Australian Electoral Commission (AEC) coordinate and run one of the largest peace time operations in Australia when a federal election is held. From co-ordinating and managing venues Australia wide for pre-polling, absent voting, and polling on election day; to counting, storing, securing, and archiving; to sourcing, training, managing, and protecting up to 100,000 people from diverse backgrounds, capabilities, and ages.

My role as Temporary Assistant Level1 – Out-posted Centre Staff, Electoral Officer 1, was critical for ensuring ballot counts were correct. My tasks included counting and validating House of Representative ballots from pre-polling, polling day, and declaration votes after polling day for formality, and Senate papers. I moved between teams as required from a non-contested division to a highly contested division. Ballots were counted and displayed for scrutineers to review and challenge, if required. Verification of declaration votes extracted from envelopes were processed from the certified list.

Achievements

- Participated in a short, yet critical role in ensuring Australia's democracy.
- Easily moved between different teams of people with different backgrounds, and different processes.
- Considered capable enough to be moved from non-contested to contested division.
- Using manual count of papers suggested scales used for increased, accurate throughput needed to be recalibrated due to possible change in paperweight.

A small business in the Commercial and Industrial Energy broker space. Competent in energy analysis, contract management, and personal customer contact. Operating in a competitive, nationally regulated, and rapidly changing market, they use the energy futures markets, various energy suppliers, and energy types to provide the best value for their clients. Looking to reduce the cost of customer acquisition and diversify revenue generation, several strategies and projects have been devised and implemented.

Job Role: Digital Marketing Manager, Project Manager

Originally engaged to assist in litigating a large digital marketing company in VCAT for services not rendered. That led to being tasked with repairing the previous search engine optimisation of several sites, involving teaching staff web development concepts, infrastructure standardisation, and optimisation techniques. Other project followed managing external vendors, server configurations, basic testing automation, and UAT. Other projects and applications included implementing an online helpdesk service and a photo sharing mobile application and initiating an automation project to simplify and standardise contract form completion.

Company sites (core business project): electricitybrokers.com.au and powermaintanance.com.au. Migrated sites to new hosts and improved SEO and information architecture. Using a website cloning tool, I developed a responsive static industrial energy from a site using Adobe Business Catalyst on a compromised host. I sourced a new reliable host and co-ordinated the DNS and MX record updates for minimal business downtime during propagation. Managed site development, SEO, hosting, content development, form submission reliability.

Project Google (core business project): An extensive and intricate SEO strategy based on keyword-based domains using 13 individual sites. Included site development and liaising with external developers, hosting companies, configuring search engine and social media accounts, 1300 numbers and landing number SIMs, domain registrars, automating form testing, onsite optimisations, documentation development including templates for *Statement of Works* and *Branding Guidelines* for site developers.

OnlineHelpDesk (non-core business project): A service desk project that required product and competitor analysis to recommend a suitable established off the shelf product with support rather than the development of a custom application. An evaluation of the top 5 recommended commercial applications and Laravel (the preferred development platform of the current developer). The recommendation was for FreshWorks suite of integrated tools (Service Desk, Contact Centre, Marketing, Sales). My role included: liaising with application product and support teams; configuring the suite of applications; integrating 1300 numbers and IVR's; developing instructional videos; developing comprehensive technical FAQ's to be loaded into the ticketing system. I also conducted analysis of external complimentary products and services to be promoted and sold to customers via the platform; and developed a template for interviewing potential support staff.

OnlinePhotoVault (non-core business project): A cloud-based, mobile image sharing application used for archiving personal images from a business device; or sharing images with invited contacts. My role included: the interface between the developers and the visionary, interpreting and documenting fluid requirements and specifications; liaising with developers; co-ordinated Azure storage implementation and an Apple Developer account (separate to the application developers so full ownership of the application could be retained). A comprehensive test plan for multiple devices and operating systems was needed to be developed to validate the developer's implementation, to ensure continuous forward progress and to document issues with communication.

Process Automation (core business project): Instigated a proof of concept to automate contract form completion, particularly during the busy renewal period between late October and the end of December. The concept was to reduce time to complete multiple forms using Excel, Word, PDF, and Outlook; and improve data accuracy. Filenames, storage locations on a network drive and data formats were all standardised for more efficient search and retrieval. Office 365 techniques and formulas were evaluated and deployed to improve stability and maintenance. Other projects included evaluating tools to automate website form testing.

Responsibilities

- Training staff in the techniques and implementation of onsite SEO; and the benefits of standardising website plugins and themes across multiple sites for improved reliability and ongoing maintenance.
- Evaluated products and competitors to develop recommendations for projects, services and revenue generating applications.
- Liaised with developers, suppliers, vendors, technical and support teams using Microsoft Teams, OneDrive, and SharePoint
- Consolidated, managed and maintained an archive of all relevant project documentation.
- Configure social media accounts and generated relevant and appropriate content (image, text, audio)
- Evaluated applications to develop automated form testing process to ensure website forms were submitting correctly, taking into consideration permission restrictions on computers. Used browser based iMacro and cross application UI Path.
- Project managed automation proof of concept automation tool. Evaluated techniques and applications to automate pricing requests using Excel, Word, PDF, Email, and network storage to standardise filenames and stored data.
- Project Managed photo sharing application development including reviewing specifications, liaising with business owner, developers, and legal teams, developing test plans, coordinating Azure storage implementation, and implementing Apple Developer account separate to the application developers to retain full ownership of the application code.

Achievements

- Initiated, developed, and tested a proof of concept to simplify data entry and form generation, clean, and standardise database data and filename formats, increase throughput of customers during busy contract negotiation periods, and evaluate tools and techniques. Used Excel formulas, VBA, PDF, and Outlook
- Assisted with annulling a counter claim against a digital marketing agency for services not rendered. I provided technical advice for a VCAT hearing. Subsequently, PowerMaintenance was not required to pay any costs.
- Engaged to repair and improve SEO compliance of several PowerMaintenance websites after the VCAT hearing by fixing broken links and implementing meta tags, image labels, and other site performance improvements, which improved findability and search rankings.
- Negotiated full project code archive download when the relationship became strained due to delays and inconsistent specification implementation.
- Recommendation and implemented a commercial, production quality system using a 'click, click, click' configuration methodology to specify functionality for a service desk application in preference to a fully customised application developing every functionality.
- Using analysis and analytical tools repaired broken navigation and orphaned pages in websites to improve navigation, information discovery, search engine indexing, and site ranking.

Tools and Applications

| | |
|---------------------------------|--|
| <i>Analysis</i> | Screaming Frog; SEO PowerSuite, HTTrack; Lynx Text Reader |
| <i>Analytics</i> | Google and BING Analytics and Webmaster Tools |
| <i>Automation</i> | UI Vision RPA (browser) iMacro (browser), UIPath (application), Power Automate (Windows) |
| <i>Communication</i> | Outlook, TRIM (Email and Document Management and Retrieval), MailEnable; Gmail; MailChimp; Wufoo Forms< Zoom, MS Teams |
| <i>Configuration</i> | WHM, cPanel, Domain and DNS Management; Microsoft Exchange (user administration and Exclaim Email Signatures), Spotify |
| <i>Development</i> | Adobe Dreamweaver; WordPress; 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> | 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. |

Skills

Application and Data

Design and Management

Managed IT Infrastructure including server, domain, email configuration.
Developed, testing and maintenance, process optimisation.
Improved information reliability by cleaning and standardising data for future use

Branding and

Digital Strategy

Developed strategies to implement cohesive and recognisable design elements across websites, downloads, text, image, video (multi-media), and filenames

Documentation

Conducted detailed research evaluations of products, competitors, and markets and provided recommendations for appropriate selection or strategy.
Developed detailed, easy to understand, technical and user process instruction manuals.
Simplified complex ideas and concepts for quick and accurate decision making.

Information Architecture

Design and Management

Developed cohesive websites, downloads, text, image, video (multi-media)
Developed information architecture including content, layout, navigation for easy to find important and relevant information

Mentorship

Provided strategic advice related to products, technologies, techniques, and markets.
Provided independent evaluation of advice given by external parties, to ensure correctness and suitability for the user's needs, wants, and goals

Web Presence Optimisation

Developed organic (non-paid) onsite search engine optimisation strategies
Designed and applied strategies for best use of digital assets

Continuous Learning,

Professional Development

Independently engaged in formal and informal training to seek current best practice, new, novel, and relevant, knowledge, techniques, and skills to improve business applications and processes.

Documentation and Reports

- Template(s): Statement of Works and Branding Guidelines (used to improve consistency, streamline development, provide a comprehensive checklist for requirements gathering for new website developments)
- Template: Standardised interview questions and evaluation forms or new roles
- Project Management / Progress / Configuration / Details spreadsheets

Courses and Seminars

- All-Energy and Waste Australia Exhibition & Conference 2022 (Melbourne Convention and Exhibition Centre)
- Business Analytics Tools for Finance Professionals - Virtual Classroom Series (CPA Australia, 2022)
- Agile Data and Information Management (CSU IT Masters short course, 2021)
- B2B Expo (Melbourne Docklands Stadium, 2020)

Job Role: Broadband Designer

Originally approached to assist managing the DialIP Exit and Migration project, I was contracted into Telstra as a full time TANDEM (ISGM) employee. Other projects included: the HFC D123 decommissioning project, a highly political project preparing exchanges for NBN; and the Customer Experience and Data Analytics team migrating network metric data feeds from the Network Data Warehouse being decommissioned into the HollyEVO Big Data platform.

Tandem annual performance review noted that I have very valuable skills for Telstra and Tandem. Received full bonus and a pay rise.

Major Project: DialIP Exit and Migration. The DialIP Platform (original Big Pond Dial-Up internet service) was End of Life with vendor support ceasing 5 years previously. The TNT devices connecting the services had failing power supplies, modem cards, cooling fans, and other components. However, major Government and Enterprise customers were still connected to the platform and needed to be migrated to replacement solutions before the service totally failed. My role was to maintain the platform during the migration process. This included: managing and co-ordinating spares in telephone exchanges around Australia, organising field staff to install replacement components, and to develop reporting tools to display system and customer migration status for various stakeholders until all customers were fully transferred to alternate solutions.

Major Project: HFC NBN D123. Docsis Cable Modems in approximately 280 telephone exchanges around Australia were upgraded from Docsis 1 to Docsis 3 as part of Telstra's transition for the NBN. This was a highly political project with parliamentary and media attention at the time. My role included change management ensuring Change Implementation Plans (CIP's) were correct and each ticket was submitted in time for the scheduled workforce to be on site to upgrade the modems. Once modem upgrades were completed, spectrum level readings were used to confirm correct installation; with the results archived in case the levels were contested. I received an award for contributing to this project.

Customer Engagement and Data Analytics: Holly Big Data platform. A new Big Data project within Networks that had significant investment in a short period of time. The platform was used to process and display device and network metrics across multiple platforms, providers, and formats. A Linux and MapR based platform, converting data into Hive tables suitable for processing and visualisation with QlikView or Qlik Sense. My roles included assisting in the migration of the National Data Warehouse data feeds into HollyEVO; developing data interface agreements; debugging data feeds and providing recommendations for governance and other improvements.

Responsibilities

- Successfully managed and maintained a platform that was beyond End-of-Life by approximately 5 years. Government and Enterprise customers were migrated to alternate solutions during this time.
- Successfully managed and coordinated the installation of refurbished TNT chassis cooling fans throughout Australia in the remaining exchanges. Number of TNT Chassis and Number of Sites/Exchanges
- Successfully managed and coordinated inventory of working spares in exchanges around Australia to ensure the DialIP platform was maintained while customers were being migrated to alternate solutions/products/platforms.
- Liaised with teams during the consolidation of sites to maintain platform integrity.
- Developed and documented data model and liaised with developer of QlikView visualisation tool used to monitor network activity and compare customer 0198nnn B number and Calling A numbers.
- Developed data reporting tools for monitoring the status of network devices, power supplies and MADD2 cards and forecasting tools to manage equipment failures and spares allocations.
- Submitted Change Implementation Plans (CIP's) in iTAM to schedule tasks and equipment updates across various projects to meet project targets.
- Successfully sourced data from internal data providers during a time of corporate transition and documented Interface Agreements.
- Configured custom built scheduler for the ingestion of data including and debugged data feeds.

Achievements

- Reduced time and costs while improving DialIP platform reliability by liaising with field staff to replace faulty equipment at the same time as the installation of refurbished fan chassis, which would usually take multiple tickets and visits.
- Developed scripts to interrogate TNT's (network devices) reducing report generation time from several hours down to 15 minutes allowing ad-hoc reporting and increased decision flexibility.
- Reduced time to generate a report down from several hours to 15 minutes by developing scripts to interrogate TNT network devices, which allowed for ad-hoc reporting and increased flexibility for decision making.
- Reduced data ingestion processing time for a particular feed by sourcing and implementing a scripting update that deleted 1 million plus files allowing successful ingestion of data.
- Recommendation accepted to record spectrum frequency response as verification after modem upgrades on the HFC decommissioning during a highly political phase of the NBN project.
- Recognition AWARD. Part of a team working on a Financial Contract delivered under time and under budget making a profit for Telstra.
- Expertise Recognised: Noted in Tandem annual performance review that I have very valuable skills for Telstra and Tandem and received full bonus and pay rise.
- Recommended governance and security improvements were considered and implemented. *TBC, more context required.*

Tools and Applications

| | |
|---------------------------------|--|
| <i>Analytics</i> | Magpie, SPLUNK, QlikView, QlikSense, Excel, SecureCRT |
| <i>Communication</i> | Outlook |
| <i>Development</i> | SharePoint; RegEx, MySQL, Hive |
| <i>Documentation</i> | Microsoft office suite of tools (Word, Excel, PowerPoint, Visio, SharePoint); draw.io |
| <i>Media</i> | Photoshop (Adobe) |
| <i>Management</i> | Jira and Confluence (Atlassian project management); Excel, Visio, Project (Microsoft) iTAM (change management ticketing system) |
| <i>Social and Interpersonal</i> | Highly developed interpersonal networking and social skills with ability to comfortably work with multifunctional, multidisciplinary, and distributed teams. |

Skills

Application and Data

Design and Management Developed Excel based tracking system for project leader.
Development, testing, and maintenance
Process optimisation
Data and information reliability improvements by cleaning and standardising for future use

Documentation

Developed Data Model for QlickView developer.
Said it was much better than what he normally gets.
Developed, instruction training manuals for
Simplifying complex ideas and concepts for quick and accurate decision making

Continuous Learning,

Professional Development

Adaptable and self-motivated to gain and retain updated and current, relevant and interesting knowledge, techniques, and skills.

Projects and Product Management

- Maintained failing and vendor non-supported DialIP Platform until all customers were successfully migrated to alternate solutions.
- D123 HFC and AC-DC Power supply upgrade decommissioning project iTAM CIP submissions
- Sourced data, implemented data feeds, and write interface agreements for migrating data from the Network Data Warehouse (NDW) into the HollyEVO Big Data platform.

Documentation and Reports

Programming Summary Reports using Excel Formulae's

- DialIP Exit – Cancellation Tracker
- AAA__DialIP - Monitoring - MASTER - 0 - Components and Capacity - Long-term - TEMPLATE
- AAA__DialIP - Monitoring - MASTER - 1 - Components and Capacity - TEMPLATE
- AAA__DialIP - Monitoring - MASTER - 2 - Session Count Snapshot - 2017
- AAA__DialIP - Monitoring - MASTER - 3 - Tracker - Service Provisioning - Master Data
- AAA__DialIP - Monitoring - MASTER - 4 - Service Status and Numbers - 2017.07.07
- AAA__Dialip - Monitoring - MASTER - 5 - TRN VERIFICATION - 2017.06
- AAA__DialIP - Monitoring - MASTER - 6 - RADIUS In Use v Not in Use - 2017.09.21b
- AAA__DialIP - Monitoring - MASTER - 7 - AAA-SC CLID Status
- AAA__DialIP - Monitoring - MASTER - 8 - DIALIPSO - RASS SFIN Status
- AAA__DialIP - Monitoring - MASTER - 9 - RADIUS End User T2 and T3 Counts
- DialIP Exit - QlikView Dashboard Instructions and Overview
- DialIP Exit - QlikView Data Model
- Big Data - Instruction Manual - How to Configure the Transporter Data Import Scheduler
- Big Data - New Starters Guide - Browser Bookmarks file

Courses and Seminars

- SPLUNK Live Melbourne (Hotel Sofitel)
- VMWare Evolve Melbourne (Hotel Sofitel)

A small start-up company with highly qualified and expert staff, developing unique and specialised, interactive, online OH&S training courses for universities, research institutes, and hospital nursing staff. Using open-source WordPress CMS and WooCommerce plugin as a front-end shopping site integrated to a Moodle learning management system (LMS), for automated course purchase and deployment. All courses were developed in Adobe Captivate, exported into a shareable content object reference model (SCORM) package, then uploaded into Moodle.

Job Role: Web Architect, onsite SEO

I was originally engaged in a short-term role for HTML and CSS development. After an initial analysis of the site design and structure, I was instrumental in the re-design and implementation of an updated website architecture and site design, to reduce ongoing maintenance and allow for commercial customisations (plugins and extensions)

Responsibilities

- Determined an appropriate website rebuild path based on off the shelf 'Configuration rather than Customisation;' integration with Moodle e-learning CMS and ease of maintenance for internal staff.
- Developed and implemented recommendations for an eCommerce solution based on requirements of security, previous developments, support, and maintenance (used WooCommerce).
- Developed and modified templates and applications to suit business needs (HTML/CSS/PHP).
- Developed, reviewed, updated, and confirmed project specifications.
- Developed documentation including instruction manuals for systems and applications.
- Supported internal staff during the development phase and provided training when required.
- Liaised with internal stakeholders including the technical team, test manager, brand manager, and project manager.
- Liaised with external vendors, suppliers, and application developers to improve functionality and reliability.
- Managed and facilitated the technical and administrative requirements for Google Analytics and Webmaster Tools.
- Conceived and implemented SEO tagging for industry that ranked favourably in engines.

Achievements

- Met the goals and aims of the company, improved stability, and ongoing maintenance by implementing my accepted recommendations for a more appropriate website architecture.
- Debugged a well-known WordPress website restoration plugin and developed an alternate site backup method for reliable disaster recovery. By analysing server logs, installer files, discussing with developers and reviewing forums I discovered that a security extension appeared to be installed twice; with stored files using different cases (lowercase and CamelCase) for the same table names. During restoration procedures this caused a duplication error. I was able to remove the duplicate tables which allowed testing and development off the main server as well as an alternate site backup method for disaster recovery.
- Debugged and extended the functionality of a commercial WordPress WooCommerce plugin allowing a Purchase Orders payment method. By editing the PHP code, I added the required extra fields and contextual error messages. I made the recompression and standard upload methods available by updating the structure of the plugin, previously developed on an Apple Mac platform.

Tools and Applications

| | |
|---------------------------------|--|
| <i>Analysis</i> | Screaming Frog, Google and BING Analytics and Webmaster Tools |
| <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 |
| <i>Configuration</i> | WHM, cPanel, Domain and DNS Management; Microsoft Exchange (user administration and Exclaim Email Signatures) |
| <i>Development</i> | Dreamweaver (Adobe); Bitnami; WordPress; WooThemes Plugins and Extensions (WordPress and WooCommerce) Moodle eLearning; CSS, HTML, PHP, and PHP MyAdmin |
| <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 and Tempo (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. |

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.

Projects and Product Management

- Review, clarify, edit, and implement project specifications.
- Liaison with internal Test Manager, Developers and Brand Manager

Vendor Management

- Liaison with Plug-in and Theme developers to solve compatibility, configuration, or developmental issues.
- Liaison with external CMS Plug-in and Theme developers

Development

- Customise / extend functionality / and style of plugins (where required)
- Customise themes for WordPress / WooCommerce and Moodle
- Website Management (Users, Content, Configuration, Server requirements) of WordPress CMS, WooCommerce and Moodle

Analysis Audits and Recommendations

- Analyse and recommend eCommerce solution based on
- Client requirements (while still being finalised)
 - Security
 - Current developments (significant custom programming already completed and may have needed to be reused)
 - Support and Maintenance (recommended WooCommerce)

Documentation and Reports

- Update Specifications documentation for improved clarity.
- Extension configuration settings for improved security, tax implementation (Australian and International compliance), site confirmation and / or rebuilding (if required)
- Instructions and Manuals for using general and specific functions within the WordPress, WooCommerce, Moodle, extensions and other applications used in the development and maintenance of the websites.

Website Optimisation (including SEO)

- Meta tag recommendation, development, refinement, and implementation
- Downloadable brochure tracking (including QR Codes, filename, link tracking through analytics)

SEM (Google Analytics and Webmaster Tools)

- NOTE: Postponed as deemed not required at this stage
- Development of Online Marketing strategy (SEM)
 - Recommendation for and technical implementation of Social Media channels

Infrastructure Development

- Configured Development and Staging Server

Courses and Seminars

- Draeger
- OH – check in diary.
- Occupational hygienist meetings
- Basic Bananas Online Marketing overview

The Australian Drug Foundation (ADF, now the Australian Drug and Alcohol Foundation) was one of Australia's leading bodies committed to preventing alcohol and other drug problems in communities around Australia. A Not-for-Profit organisation with multiple business units and sources of funds (Federal, State, Local and donations). The ADF also managed the Good Sports program, helping to disrupt the link between alcohol and sport, reducing risky drinking and children's exposure to alcohol. Dame Elizabeth Murdoch was a patron. At the time, the ADF were in the process of consolidating complex IT infrastructure, web presence platforms, systems, and providers.

Job Role: Web Analyst**Responsibilities**

- Managed, administered and supported the ADF web presence that consisted of 10 separate websites and associated applications.
- Liaised with the marketing and communications team to implemented systems optimisation, analytics compliance, analytics tracking and website content updates.
- Reviewed and provided recommendations to proposed online and digital strategies the ADF already had underway, improving probability of success.
- Coordinated user training and assisted content managers.
- Administered user accounts.

Achievements

- Influenced the ADF to sign a Service Level Agreement (SLA) for the ADF's highest profile website, GoodSports; after I developed and implemented risk management policies and procedures to reduce potential costs and liabilities to the ADF and GoodSports.
- Improved DNS and domain name management and reliability and restored an ADF website that unexpectedly went offline by transferring ownership of an orphaned DNS when a previous developer deleted unused DNS on their system.
- Initiated and coordinated the consolidation of five ADF websites to a single, more reliable website hosting provider to improve uptime, site reliability and brand perception as the websites' previous hosting infrastructure was fragmented due to several different sponsors for each website over time.
- Improved the functionality and flexibility of the ADF internal corporate CMS (Intranet Dashboard) for internal staff and GoodSports. I gathered requirements, liaised with the vendor and internal stakeholders to implement security and user account requirements, and added calendar functions. GoodSports used the upgrade for a proof of concept allowing nationwide remote Project Officers access to a consistent and updated source of truth specific to their state and club requirements.
- Ensured the ADF maintained subsidised Google AdWords advertising as Google Grants technical and administrative compliance requirements for Not for Profits were updated.

Tools and Applications

| | |
|---------------------------------|--|
| <i>Analysis</i> | Excel, 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> | iMacro |
| <i>Communication</i> | MailChimp, Microsoft Exchange (user administration) and Exclaim Email Signatures MailChimp; Wufoo Forms |
| <i>Configuration</i> | WHM, cPanel, Domain and DNS Management |
| <i>Development</i> | Joomla! WordPress, Cube (eCommerce), CM3, Intranet Dashboard. 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 (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. |

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.

Projects and Product Management

- ADF Search: A subscription-based search facility of licensed content and journals (like universities). I coordinated the integration of the search service into ADF infrastructure. I liaised with internal and external stakeholders including ADF staff, international vendors (Exlibr Primo Search), and IT support. I also refined the interface by modifying CSS, HTML and graphics and text layout.
- ADF Aware: An eLearning program for workplaces designed to secure ongoing income for the ADF. I coordinated internal staff, IT support, external vendors to integrate the service into the ADF Infrastructure and Systems including email whitelists to reduce emails being seen as SPAM (monkii: eLearning, DBG Technologies: eCommerce CMS, EBS: merchant account facilities and accounting package)
- Backup and Disaster Recovery: I documented, tested and verified each website CMS application and alternate method and provided restoration applications for disaster recovery.
- Domain Name Management. I consolidated the domain names, DNS hosting providers and domain name registrars to simplify management, reduce external dependencies, improve system reliability, and protect brand reputation.
- Managed and administered the ADF web presence including 1st and 2nd level support for content managers, user permissions and access, providing user training (where required), domain names (Registrars, DNS hosting), Google compliance (where required), system upgrades.
- Good Sports Public Officer Pilot. ADF designed a proof-of-concept portal to house a centralised source of truth for external Public Officers (POs) using the Intranet Dashboard (AdWeb) platform. I managed the upgrade of the Intranet Dashboard application to provide extra functionality, configured user accounts and permissions access for external users, trained users, modified styles and liaised with technical support.
- Managed the upgrade of the Intranet Dashboard version trained ADF staff that were not associated with the Good Sport PO portal project.
- Developed simple and comprehensive test plans for verification of change requests.
- ADIN Unique Review Pages: I managed the implementation of a significant structural site change to regain SEO for content based on reviews. Liaised with vendors and developed and conducted verification test plans in accordance with project specifications.
- Consolidated the monitoring of websites into a single provider for ease of management and reporting.
- Implemented risk management policies and procedures to reduce potential costs and liabilities to the ADF when I discovered there were no SLAs or access to staging sites to develop and test solutions. This influenced signing of a maintenance agreement for at least one significant site (GoodSports)

Vendor Management

- Website developers: 10 separate websites (internal and external facing), 5 developers
- Online application providers (website forms linked to MailChimp, subscription-based downloads)
- External IT support
- Billing, invoice approval, and management

Analysis, Audits and Recommendations

- Reviewed and documented an overview of the complexity of the ADF websites and their interactions with interrelated online, social, ecommerce and analytical applications and platforms to gain a better understanding of the systems involved. This was also used for the marketing teams to develop strategies.
- Audited ADF MailChimp list management and usage. Originally asked to consolidate all separate lists into a single master list, the recommendation is to now separate each branded newsletter campaign into a separate list to reduce the risk of a recipient who unsubscribed from one newsletter being removed from all ADF correspondence.
- Audited all ADF websites for basic SEO meta tag implementation and found a minimal compliance. I developed a document for content managers on how and where to add the tags and provided cheats sheets on best practice. I also recommended that the reliance on Google Grants AdWords campaigns should be supplemented with easy to implement organic SEO techniques.

Documentation and Reports

- Developed a comprehensive spreadsheet for recording, summarising and charting website downtime using data from monitoring services (Excel, Binary Canary, Pingdom, Monastic) Using dashboards, this visually displays performance trends of individual websites and host providers for future planning purposes.
- Developed a simple and standardised process for determining issue severity and priority for ADF Staff and vendors based on IEEE standards. Also included a basic test plan to verify implementation.
- Reviewed all ADF websites and to assist content managers developed value-add manual: How to Implement SEO Meta Tags on ADF Websites. Also included references to other search engine independent tagging options available for increased SEO.
- Simplified the gathering and reporting of keyword ranking data by developing an Excel spreadsheet and using Firefox Grease monkey and a Tuned Google SERP script to make a Firefox version independent method of recording SERP. NOTE: Several automated tools triggered 'unusual network activity' and impacted ADF internet access, so these were unsuitable.
- Using the Firefox iMacro extension I developed and implemented improvements to testing online forms.
- Developed simple visual instructions for updating email signatures using Exclaim Email Signatures application on Microsoft Exchange along with expected issues and resolutions for new users.
- Developed a comprehensive process checklist for implementing a new web presence to ensure all components of the website are fully completed and understood before launch. Considered domains, hosting environment, content, analytics and tagging requirements (meta and events), associated applications, testing and verification and any potential marketing embargoes. This will be a basis for consideration during the transformation project.

Website Optimisation (including SEO)

- Developed for, and presented to ADF content managers, practical guides specific to each CMS showing how to implement high level recommendations provided by external SEO consultants. Given an understanding of their importance to organic SEO, staff began to tailor and implement the recommendations for their specific CMS.
- Implemented event tagging for links to external sites and media downloads and provided relevant overview data within Google Analytics across several ADF websites and reduced the need to access secondary server based analytic applications (Aswat's).
- Recommended and implemented domain name changes and AdWord campaign updates to comply with Google AdWords Grants terms and conditions.
- Improved CMS performance by recommending and implementing GZIP compression.
- Improved search engine crawling and indexing by implementing sitemap.xml after reviewing methods and extension.
- Developed a new HTML based email signature template (Exclaim), optimising design, images (format and size) and tagging for campaign monitoring.

Courses and Seminars:

- Symposium on Emerging Drugs (ADF)
- SQUIZZ UX Design Trends

Business Victoria Online (Small Business Victoria)

February 2011 - July 2012

Business Victoria Online (BVO) is the interface between the Victorian Small Businesses sector and the Victorian State Government. Their charter includes reducing the cost of doing business by reducing red tape, simplifying interactions with government, and providing qualified information and resources. Bespoke IT applications are developed on a J2EE platform integrated with Business Victoria accounts, payment gateways, and other resources within secure databases. Applications are managed by BVO with maintenance and development by external vendors.

The Event Management System (EMS) was used by internal departments and external providers to promote events for small businesses.

Job Role: Product Coordinator / Application Manager

Responsibilities:

- Managed application life cycle: change requests, technical documentation, user training, and product reviews within the constraints of budgets, resources, and the department's strategic intent.
- Coordinated a team of 8 staff and reported to management during the absence of the Operations Manager

Achievements

- Improved the usage of the EMS across internal departments, external users, and small businesses by discovering, documenting, and promoting a previously unavailable search filter URL format, simplifying the display and promotion of events, event types, and locations.
- Improved user experience and reduced implementation costs to BVO of displaying Google Maps in the EMS after the browser IE9 was used. I sourced and recommended a solution to management and the vendor that was less intrusive than the vendor proposal.
- Appointed the technical representative on an interview panel for a new position and recommended a suitable applicant that was successful in the position.
- Reduced BVO EMS functionality upgrade costs and reduced help desk calls from internal and external customers by developing user friendly 'cheat sheets,' documenting EMS limitations and the tested and approved work-arounds.

Tools and Applications

Analysis

Major browsers, Lynx Text Reader

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)

Documentation

TRIM (Email and Document Management and Retrieval),
Microsoft office suite of tools

Media

Pixlr (online image editing application)

Management

Gemini (Open-source ticket management application); GEMS (Salesforce based CRM)

Social and Interpersonal

Advanced interpersonal networking and social skills with ability to comfortably work with multifunctional, multidisciplinary, and distributed teams.

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.

Projects and Product Management

- Managed and coordinated the Event Management System (EMS). An online calendar and promotional tool for business events that also managed bookings and payments on behalf of event providers.
 - Stakeholder management: reviewed, developed, and verified change requests in various website environments (SIT, UAT and Production) by liaising with internal departments; Business Analysts (internal and external), vendors, technical support, and end users.
 - Administered user accounts including assigning new and current user's applications and access.
 - Used governance models, editorial guidelines, and other requirements to administer and approve new accounts and events.
- Developed high level test plans to check for dependencies in other co-related applications and platforms when a change request was being implemented.
- Sourced and verified information and designed email templates for enquiries regarding presenting training material to the public (via EMS) and to government departments by providers.
 - This improved the consistency of responses to enquiries and reduced Victoria Business Line help desk calls.

Analysis, Audits and Recommendations

- EMS monthly product usage and customer insights metrics.
- Audited and documented search URL format and parameters to display specific events, event types, or locations. These were previously unavailable and were used to drive traffic and improve usage and flexibility through newsletters, event guides and other promotional materials by State Government departments, event providers, and end users.
- Developed metrics and analysis on product usage and customer interactions. (Excel)
- BVO Product Reviews and Analysis
- Regular cycle of review of the Life Cycle of each product
- Review of compliance with eCommerce and payment gateway requirements and guidelines of associated banking institutions and vendors.
 - While BVO complied, definitive and consistent guidelines were difficult to obtain. The configuration of the BVO implementation was complicated by managing the payment on behalf of a third-party provider, rather accepting payment directly into their own account.
- Developed methods and spreadsheets to simplify data gathering, analysis and format conversion.

Documentation and Reports

- User training manuals were reviewed and updated for readability and consistency.
- Application functional specifications were reviewed and maintained internally but updated by the vendor.
- Simple cheat sheets to summarise larger instruction manuals and reduce help desk enquiries.
- Developed and wrote the operations support governance template and documentation for several products.
 - Workshop and Events Calendar (EMS)
 - Forms and Payment Platform (FPP: Online Smart Forms)
 - Call Centre Enquiry Management System (Case Management – help desk CRM and resource delivery application)

Courses and Seminars:

- Freedom of Information (FOI)
- Writing for the web
- TRIM Document Management System - Introduction
- GEMS (Salesforce)
- Business Intelligence (BI) Dashboard (plus review and recommendations for user manuals)

Business Spectator

August 2009 - June 2010

Business Spectator was an online business news portal founded by Alan Kohler, Robert Gottlieb and Stephen Bartholomeusz. Independent at the time, they were purchased by News limited Fairfax in 2012. Also, owned and co-located with The Eureka Report, Smart Company and Crikey.Com

Job Role: Analyst / Programmer Search Engine Optimisation

Responsibilities:

- Website Search Engine Optimisation (SEO) and Strategy.
- Website Optimisation.
- Training web authors in SEO techniques and best practice.

Achievements

- Influenced the executive board to modify website navigation menus to benefit user experience and discoverability of valuable information and resources, which was a significant and positive outcome as there had been a strong desire by the board to not change the site design.
- Modified navigation menus led to further suggestions from the executive board for other information pages that should be made discoverable.
- Recommendations for information discoverability, tagging of articles and pages was carried over to a new site redesign (Drupal which replaced LOTUS) and continued to provide results.
- Trained qualified print journalists and web authors techniques for writing for the web and SEO best practices using learnings from Virtual Communication qualification and experience in the Telstra Research Laboratories (Human Factors Group)

Tools and Applications

| | |
|---------------------------------|--|
| <i>Analysis</i> | Lynx Text Reader, Google Analytics and Webmaster Tools |
| <i>Analytics</i> | Google Analytics and Webmaster Tools |
| <i>Communication</i> | Outlook |
| <i>Development</i> | Adobe Dreamweaver, Firefox, CSS, HTML, LOTUS NOTES (custom built CMS) |
| <i>Documentation</i> | Microsoft office suite of tools (Word, Excel, PowerPoint) |
| <i>Media</i> | Adobe Photoshop and Fireworks |
| <i>Social and Interpersonal</i> | Highly developed interpersonal networking and social skills with ability to comfortably work with multifunctional, multidisciplinary, and distributed teams. |

Skills

| | |
|---|--|
| <i>Application and Data</i> | |
| <i>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 |

Vendor Management

- Liaised with external SEM vendor (First Click) to optimise and align marketing spend objectives and costs with website content to reduce bounce rate.

Analysis, Audits and Recommendations

Website audit (technical):

- Used the Lynx Text Reader screen reader browser application to find much of the site content could not be found by search engines.
 - AJAX code was unable to be indexed by engines, so content was effectively hidden.
- Recommended and implemented adding current and new content using '*SEO filter pages*'.

Website audit (information architecture)

- Conducted a comprehensive website content audit and found much content was hidden from users.
- Recommended increasing use of drop-down menu to expose quality content to users.
- Influenced adding other content to email newsletters to increase awareness of content to drive traffic increases, which also increased traffic to site.
- Developed sitemap page (including layout and CSS) to highlight and display current content and category taxonomy.
- Developed comprehensive FAQ page (renamed from 'how to use this site,' SEO linkages).
- Recommended adding current and new content using newly developed topic specific '*SEO Filter Pages*.'

Documentation and Reports

- Developed several simplified, CMS agnostic Cheat Sheets based on web standards, best practice and actual work examples for content authors and journalists.

Website Optimisation (including SEO)

- Discovered the custom Lotus Notes CMS added an extra `robots="noindex"` meta tag that prevented content from being indexed and found by using Google Webmaster Tools.
 - The extra `noindex` tag was not displayed in the Lotus Notes IDE
- Implemented an alternative technique for increased content discovery to drive traffic to the site.
 - RSS Feeds and updated XML sitemaps consistently increased engine crawl rates
- reduce bounce rates by aligning and optimising online ad creatives with website site content.
- Developed techniques for adding unique meta data across the site working with other onsite developers.
- Developed and implemented unique meta data for existing and new pages.
- Used best practice, my own expertise and external SEM vendor's (FirstClick) recommendations to develop strategy for improved semantic layout and structure of website to increase usability and improve traffic.

Courses and Seminars:

- VECCI luncheon - The Business of Marketing & Sponsorship.
- Internet Show Melbourne, Melbourne Exhibition Buildings.

Express Teleconferencing

October 2007 - November 2008

Express Teleconferencing was Australia's largest privately owned telecommunications provider. They specialised in conference call management and delivery to businesses worldwide. At the time they were in a growth transition phase from a small start up to a larger organisation.

Job Role: Technology Officer

Responsibilities

- IT Systems Administration Office equipment, servers, data centre equipment, and telecommunication bridge.
- Technical support for in-office staff and remote tele-workers.
- Liaised with local, national, and international vendors and service providers.
- Supported and managed local, national, and international clients.

Achievements

- Recommended and managed the upgrade of internal phone system to larger, more reliable, and supported system that also reduced cost of ownership.
- Upgraded the software version to the CallFinity Telecommunications Bridge.
- Managed and restored the IT infrastructure when an email virus impacted all office and call centre staff and services.

Tools and Applications

| | |
|---------------------------------|--|
| <i>Analysis</i> | Lynx Text Reader, Google Analytics and Webmaster Tools |
| <i>Analytics</i> | Google and BING Analytics and Webmaster Tools |
| <i>Communication</i> | Outlook, MSN Messenger (Instant messaging app), MailEnable |
| <i>Configuration</i> | Windows Server 2003, Linux (Administration and Support). |
| <i>Development</i> | Adobe Dreamweaver; Joomla!, CSS, HTML |
| <i>Documentation</i> | Microsoft office suite of tools (Word, Excel, PowerPoint, Visio) |
| <i>Media</i> | Adobe Photoshop and Fireworks |
| <i>Management</i> | Outlook |
| <i>Social and Interpersonal</i> | Highly developed interpersonal networking and social skills with ability to comfortably work with multifunctional, multidisciplinary, and distributed teams. |

Skills

| | |
|---|--|
| <i>Application and Data</i> | |
| <i>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 |

Project and Product Management

- Configured and administered the mail server for separate domains for the different business brands (MailEnable: Outlook required extra licensing costs compared to MailEnable).
- Managed the upgrade of internal communications from DeTeWe VOIP phone system to Nortel BCM 400 VOIP phone system for improved reliability. In-house expertise improved serviceability and reduced costs.
- Coordinated the Compunetix telecommunications bridge software upgrade (Linux based, manual install)
- Managed and administered websites (technical support, development, troubleshooting, domain name transfers).
- Managed and maintained the computer server room.
- Developed and implemented data back-up strategy with external provider.
- Managed and coordinated the transfer of IT and communications systems and connections during a move of premises.

Vendor Management

- Liaised with product and service providers; AAPT data centre; IT support; website developers.
- Coordinated local, national, and international vendors regarding customer support and proposed modifications for increasing system reliability including:
 - CallFinity conference recorder
 - Compunetix Summit conference bridge
 - Target billing platform
 - DeTeWe VOIP phone system
 - Commander (Nortel BCM 400 VOIP phone system)
 - LOTUS Sametime Unyte web conferencing
 - AAPT (ITFS provisioning and fault tracing)

Documentation and Reports

- Developed technical documentation and user guides for wide audience and various departments. Feedback from staff said they were some of the best and most readable they had seen.
- Taxonomy development for ease of search and recovery.