

# Brendan Edwards

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## Professional Profile

Strategic, analytical, and hands-on leader with a proven record of embedding into diverse business environments to deliver measurable improvements in digital presence, business processes, and operational efficiency. Expert in technical optimisation, organic SEO, project management, and mentorship, with a holistic approach to problem-solving and business growth. Recognised for integrating seamlessly into organisations, identifying strengths and weaknesses, and developing pragmatic strategies that elevate businesses as centres of excellence and expertise.

## Technical Expertise and Achievements

### Technical Optimisation and SEO

- Developed and implemented organic onsite SEO strategies across multiple industries, consistently achieving high search engine rankings and reducing reliance on paid advertising.
- Applied holistic optimisation techniques, including information architecture, site and server performance, and content strategy, to lower pay-per-click costs and improve user engagement.
- Debugged complex technical issues, improved reliability and functionality across CMS platforms, and enhanced compliance for usability and accessibility.

### Business Process Improvement

- Conducted in-depth audits and interviews to uncover process gaps, leading to actionable recommendations and documented improvements that reduced errors and increased consistency in service delivery.
- Developed comprehensive documentation, user guides, and training materials to support ongoing business needs and maintenance.
- Led project management for site migrations, redevelopments, and application upgrades, ensuring minimal downtime and maintaining search engine rankings.

### Embedded Approach and Mentorship

- Integrated into client businesses to understand their unique capabilities, constraints, and goals, enabling tailored solutions and long-term self-management strategies.
- Provided independent evaluation of external advice, ensuring recommendations were in the best interest of the business.
- Trained and mentored business owners and teams on digital tools, CMS platforms, graphic design, and online strategies, fostering self-reliance and ongoing improvement.

## **Diversity of Business Types and Applications**

### **Industries Served**

- Telecommunications and Technology Research
- Environmental Management and Geotechnical Services
- Retail, Maintenance and Training (SCUBA, Bakery, Handyman Services)
- Wedding and Event Services
- Photography and Creative Arts
- eCommerce (Candles, Property Services)
- Community Groups and Clubs (Photographic Club, Tourism Networks)
- Alternative Dating and Matching Platforms

### **Applications and Solutions**

- Website development and optimisation using Joomla!, WordPress, Drupal, and custom HTML/PHP/CSS templates.
- eCommerce platform evaluation, configuration, and management for optimal product and customer experience.
- Branding and digital strategy, including domain management, content creation, and multi-media design.
- Information architecture design for user-friendly navigation and consistent branding across digital assets.
- Strategic advice on franchise agreements, compliance, and market positioning.

### **Selected Case Studies**

#### **1300ENSUITES – Luxury Mobile Bathrooms**

- Developed unified branding and information architecture for a membership group, overcoming fragmented market offerings and compliance challenges.
- Implemented mobile-first website design, strategic content pathways, and insurance marketing materials still in use today.

#### **Commander – Business Communications**

- Leveraged telecommunications expertise to analyse and improve mobile service commissioning processes, reducing errors and standardising workflows.

#### **Diveline – SCUBA Retail & Training**

- Redeveloped website for usability, browser compatibility, and SEO improvements, transforming the business into a recognised industry resource.
- Created digital dive site maps, training materials, and promotional content, with lasting impact on business reputation and customer engagement.

#### **Frankston Photographic Club**

- Served as Social Secretary, organising events, developing documentation, and streamlining member engagement processes.
- Achieved recognition for creative photographic work and leadership in club activities.

#### **Rent A Bathroom / Rent A Loo / Brian's Ensuites**

- Led website and SEO strategy from inception, developed content and marketing materials, and managed transitions to new platforms while maintaining organic rankings.

## Spiritual Love Match

- Enhanced a complex dating platform with custom payment integration, documentation, and report generation algorithms, improving maintainability and scalability.

## Tools and Technologies

- **Analysis and Analytics:** Screaming Frog, SEO Power Suite, Tableau, QlikView, Google/BING Analytics, Webmaster Tools
- **Automation:** Excel (VBA), iMacro, UI Path
- **Development:** Joomla!, WordPress, Drupal, HTML/PHP/CSS, Bitnami, Virtual Box, Dreamweaver
- **Documentation:** Microsoft Office Suite, Visio, draw.io, Free Mind
- **Media:** Photoshop, Fireworks, Illustrator, GIMP, Pixlr, Davinci Resolve
- **Project Management:** Jira, Tempo, Confluence, Gemini, Open Project

## Skills Summary

- Technical optimisation and organic SEO
- Business process analysis and improvement
- Website development and migration
- eCommerce strategy and implementation
- Branding and digital strategy
- Documentation and training
- Information architecture and design
- Mentorship and client education
- Continuous learning and professional development

## Education and Professional Development

- Big Data (Charles Sturt University)
- Business Analytics Tools for Finance Professionals (CPA Australia)
- Agile Data and Information Management (IT Masters, Charles Sturt University)
- Marketing Analytics and Insights (RMIT University)
- Multiple seminars and short courses in digital strategy, marketing, and business planning.

## Memberships & Associations

- Australian Web Industry Association
- Frankston Photographic Club (Committee Member)
- Frankston Tourism Network
- Melbourne SEO Meetup

## References and detailed case studies

- available upon request.