

Brendan John Edwards

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Profile: Digital Business Analyst specialising in Optimisation of Digital Assets

Qualifications in Computers Systems, Virtual Communications and Data Analysis.

Experience in product and project management; technology and application evaluation; design and implementation of products and services with a focus on reliability, usability and data to improve experiences, systems and processes.

Natural people and networking skills and an ability to easily work in multifunctional, multidisciplinary and distributed teams. Comfortable working in various organisational sizes and structures including: Federal Government, State Government, Research Institutes, Not for Profits, Small Businesses, Start-Ups and Community Groups.

Seeking a role with variety and diversity across multiple disciplines and technologies.

Skills

<i>Analysis</i>	<ul style="list-style-type: none">• Business Analysis, Data Analysis, Test Plan Development.• Data interpretation to predict trends and implications for business, customers, products and services.• Technical audits including: requirements gathering; investigations; reporting and implementation of recommendations.
<i>Optimisation</i>	<ul style="list-style-type: none">• Strategy development to meet business, end user and customer goals including: applications, communications and processes.• Design and development for standards compliance.• Content development for online channels for targeted audiences.
<i>Documentation</i>	<ul style="list-style-type: none">• Ability to simplify complex concepts for a variety of audiences.• Detailed specifications development.• Product evaluations across multiple technologies and industries.• Comprehensive, easy to understand instructions and technical manuals.
<i>Social</i>	<ul style="list-style-type: none">• Highly developed interpersonal networking and social skills with ability to comfortably work with multifunctional, multidisciplinary and distributed teams.

Tools, Products and Applications

<i>Analysis</i>	<ul style="list-style-type: none">• Screaming Frog; Tableau; QlikView; Lynx Text Reader
<i>Analytics</i>	<ul style="list-style-type: none">• Google and BING Analytics and Webmaster Tools; Event Tracking (Downloads, External sites); Aswat's; Binary Canary
<i>Automation</i>	<ul style="list-style-type: none">• Excel (VBA); iMacro; UI Path
<i>Communication</i>	<ul style="list-style-type: none">• Outlook, TRIM (Email and Document Management and Retrieval), MailEnable; Gmail; MailChimp; Wufoo Forms
<i>Configuration</i>	<ul style="list-style-type: none">• WHM, cPanel, Domain and DNS Management; Microsoft Exchange (user administration and Exclaim Email Signatures)
<i>Development</i>	<ul style="list-style-type: none">• Adobe Dreamweaver; Bitnami; Virtual Box; WordPress; Joomla! Moodle eLearning; SharePoint; CSS, HTML, PHP and PHP MyAdmin; RegEx
<i>Documentation</i>	<ul style="list-style-type: none">• Microsoft office suite of tools (Word, Excel, PowerPoint, Visio); draw.io
<i>Media</i>	<ul style="list-style-type: none">• Photoshop and Fireworks (Adobe), GIMP; Pixlr
<i>Management</i>	<ul style="list-style-type: none">• Jira, Tempo and Confluence (Atlassian project management); Gemini (Open-source ticket management application); Open Project (open-source project management application)

Work History

Deep experience with telecommunications, internet/ digital technology, State Government Departments, SME's, small start-up companies and community groups.

2018 Oct 2023 current	Digital Marketing Manager and Project Manager	PowerMaintenance Group
2016 Mar 2018 Jun	Broadband Designer	Telstra Network Operations
2013 Nov 2015 Mar	Web Architect (SEO)	Virtual Accident
2012 Dec 2013 Nov	Web Analyst	Australian Drug Foundation
2011 Feb 2012 Nov	Product Coordinator and Application Manager	Business Victoria Online (Small Business Victoria)
2006 current	Owner Director Consultant Analyst (Business Digital Data)	Understated Excellence

Education

2022	Graduate Certificate of Applied Data Science Charles Sturt University, NSW
2021	Agile Data and Information Management IT Masters, Charles Sturt University, NSW
2018	Marketing Analytics and Insights RMIT University, Melbourne, Victoria
2006	Master of Arts (Virtual Communications) RMIT University, Melbourne, Victoria
	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
1997	Diploma of Engineering Barton Institute of TAFE, Melbourne, Victoria

Referees: *Detailed resume and referee list available on request*

PowerMaintenance Group

October 2018 – Current 2023

Job Role: Digital Marketing Manager, Project Manager

Responsibilities

Originally approached to assist in a VCAT case against a Digital Marketing company for not providing the services paid for, I became involved in SEO optimisation for several sites. Training staff web development, standardisation and optimisation techniques. I managed external vendors, server configurations, basic testing automation before managing other projects and applications including implementing an online helpdesk service and a photo sharing app.

- Taught staff SEO techniques and benefits of standardising website plugins and themes for improved reliability and ongoing maintenance.
- Conducted product and competitor analysis and developed recommendations across multiple projects including new services and revenue generating applications.
- Liaised with developers, suppliers, vendors, technical teams and support (SharePoint, OneDrive, Teams)
- Consolidated and maintained an archive of all relevant and current documentation for all projects.
- Configured social media accounts and developed relevant content (image and text)
- Developed automated form testing process to ensure sites are up and forms submitting correctly, taking into consideration permission restrictions on computers (iMacro - browser, UI Path – application)
- Developed Proof of Concept tools for automating pricing requests using Excel, Word, PDF, Email.
- Managed photo application development including specifications, liaising with developers and legal teams, developing test plans, coordinating Azure storage implementation, developed test plan for developers.

Achievements

- Successfully assisted in nullify the counter claim from the digital marketing company in VCAT.
- Successfully improved onsite SEO (broken links, meta tags, image labels) from numerous external developers.
- Successfully recommended production quality system over custom-built applications for service desk.

Documentation and Reports

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

Broadcast and HFC Engineering, Telstra Operations

March 2016 - June 2018

Job Role: Broadband Designer

Responsibilities

Approached to assist managing the DialIP Exit and Migration project, I was also involved in a highly political HFC D123 decommissioning project preparing exchanges for NBN; and with the Customer Experience and Data Analytics team migrating network metric data feeds from the Network Data Warehouse being decommissioned into the Holly EVO Big Data platform. I was contracted into Telstra as a Full time TANDEM (ISGM) employee.

- Maintained an End-of-Life platform that had no vendor support for the previous 5 years while Government and Enterprise customers were migrated to alternate solution.
- Managed the installation of refurbished TNT chassis with cooling fans i throughout Australia in the remaining exchanges. Number of TNT Chassis and Number of Sites/Exchanges
- Managed inventory of working spares in exchanges around Australia to ensure the DialIP platform was maintained while customers were being migrated to alternate solutions.
- Liaised with teams during the consolidation of sites to maintain platform integrity.
- 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.
- Sourced data from internal data providers and documented Interface Agreements.
- Configured custom built scheduler for the ingestion of data including trouble shooting data feeds.

Achievements

- Liaised with exchange field staff to replace faulty equipment during the installation of refurbished fan chassis. Usually separate tasks; this saved time, costs and increasing reliability of the platform.
- 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.
- Sourced and implemented a scripting update to delete 1 million plus files to successfully ingest data, improving reliability and reducing processing time during data ingestion for a particular data feed.
- 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.
- Suggested governance and security improvements that were considered and implemented.
- Recognition AWARD. Part of a team working on a Financial Contract delivered under time and under budget making a profit for Telstra
- Noted in Annual Performance Review that I have very valuable skills for Telstra and Tandem and received full bonus and pay rise.

Virtual Accident
Job Role: Web Architect

November 2013 - March 2015

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, security, previous developments, support and maintenance (used WooCommerce).
- Developed and modified templates and applications to suit business needs (HTML/CSS/PHP).
- Reviewed, updated and developed project specifications, manuals and instructions 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.

Achievements

- As architect recommended and implemented new website architecture more appropriate for the goals and aims of the company, increased stability and ongoing ease of maintenance.
- As developer customised themes and templates based on brand style guides.
- As developer customised CMS extension to suite requirements for business process, end users and administrators. Also updated extension file structure to remove limitations installing extension into CMS.
- As analyst managed and facilitated the technical and administrative requirements for Google Analytics and Webmaster Tools.
- As analyst implemented SEO tagging for industry that ranked favourably in engines.

Australian Drug Foundation (ADF)
Web Analyst

December 2012 - November 2013

Responsibilities

- Managed, administered and supported the ADF web presence including 10 separate websites, associated applications.
- Implemented Marketing and Communications requirements including: systems optimisation, analytics compliance and tracking and content updates.
- Provided feedback and recommendations to proposed online and digital strategies the ADF had.
- Assisted content managers and coordinated user training.
- Administered user accounts

Achievements

- As analyst developed and implemented risk management policies and procedures to reduce potential costs and liabilities to the ADF which influenced the signing of an SLA maintenance agreement with the developers of a high-profile site (GoodSports).
- As analyst instigated and coordinated the migration of five websites to a more reliable website hosting environment to reduce downtime, improve reliability and brand perception.
- As project manager, gathered requirements, liaised with the vendor and stakeholders and upgraded the internal CMS (Intranet Dashboard) to improve functionality for ADF staff and allow a second secure site for a proof-of-concept portal application for the Good Sports Project Officers.
- Administered user accounts, trained users and updated CSS.
- As analyst consolidated domain name registrars and DNS hosts to simplify management and improve system reliability.
- As analyst managed and facilitated the technical and administrative requirements for Google Grants AdWords compliance for Not For Profit organisations to ensure continued subsidised online advertising.

**Business Victoria Online (Small Business Victoria)
Product Coordinator / Application Manager**

February 2011 - July 2012

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 the team of 8 staff and reported to management during the absence of the Operations Manager

Achievements

- As product coordinator discovered, documented, utilised and promoted a previously unavailable search filtering URL format to simplify the display of events, event types and locations. This improved product usage across internal departments and external users and small businesses.
- As product coordinator sourced and recommended a change request to management and vendor to correctly display Google Maps in the EMS when web browser IE9 was introduced. The solution was implemented by the vendors, was seamless to the end user and reduced BVO costs of developing an alternative solution.
- As application manager was selected to be on an interview panel for new positions and recommended the chosen applicant.
- As product coordinator developed user friendly 'cheat sheets' noting product limitations with tested and approved work-a-rounds that helped reduce help desk calls.

Understated Excellence

2006 - Current

Owner, Director, Analyst: Website, SEO, Business, Systems, Technology

Responsibilities

- Primary: To ensure each client is getting the best utilisation of their online presence and receiving the correct advice from their providers to enable them to make the right choice for their situation, needs and goals.
- On-line / Digital strategy development and implementation including: website development and optimisation, onsite SEO, user experience (UX) and improved product and service utilisation.
- Website management, project management, product and service evaluations, supplier evaluations; competitor analysis, process, technical and end user manuals and documentation, mentorship.
- Process Optimisation:

Achievements

- Managed the websites for a Not-for-Profit community group (Mornington Peninsula Weddings) and guided the committee until they were able to self-manage and maintain the site.
- Implemented onsite SEO and other optimisation techniques to display 1300ENSUITES members and products consistently on the front page of Google.
- Reduced SPAM to zero using Google Webmaster Tools to identify an infected site linking to an online form. Replacing the compromised form with a new form and new URL improved mailbox management and reduced annoyance.
- Produced (fully rebuilt and / or redeveloped) several websites including structure, concepts and content, SEO tagging and website optimisation for improved performance in engines and to client's satisfaction.
- Debugged and liaised with the developers of commercial software for developing templates for open-source CMS's (The application *Artisteer Template Builder* had a bug when making templates for Drupal CMS).

Training, Courses, Seminars

- 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 (Committee Member: Social Secretary: 2014 - 2019)

Insurance (Professional Indemnity, Public and Products Liability)

- IT Consulting and Information Systems Integration. Policy Number: P-IT09533715G-4. Lloyds via Dual