

Brendan John Edwards

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Profile: Digital Business Analyst specialising in Optimisation of Digital Assets

Highly developed people and networking skills with an ability to easily work in multifunctional, multidisciplinary and distributed teams.

Experience in the design, development and optimising of an organisations digital assets. Experience in information architecture to improve systems, processes; application useability and accessibility. Well rounded skills and experience in developing processes, documentation; content and managing servers and configurations.

Experience and comfort working in various organisational sizes and structures including: Federal Government, State Government, Research Institutes, Not For Profits, Small Businesses, Start-Ups and Community Groups.

Skills

- Website Optimisation*
 - Design and development for standards compliance, end user and customer goals.
 - Information architecture improvements: user experience (UX), content, analytics.
 - Digital strategy development: sites, social, email, onsite SEO.
- Technical Analysis*
 - Technical audits: analysis, recommendations and implementation.
 - Requirements gathering, gap analysis, and process improvement, stakeholder management.
 - Interpret and analyse varied and complex data to predict trends, implications and impacts to business, products and services.
- Technical Writing*
 - Extensive technical report writing experience across multiple technologies and industries.
 - Experience and skills in content development and writing for online channels.
 - Experience writing comprehensive, yet simple to read and use instruction technical manuals.
- Networking and Social Skills*
 - Ability to simplify complex concepts for a variety of audiences.
 - Highly developed networking skills.
 - Highly developed social skills with ability to comfortably work with multifunctional, multidisciplinary and distributed teams.

Tools, Products and Applications

- CMS's and CRM's* Joomla!, WordPress (with WooCommerce eCommerce and Extensions), Cube (eCommerce), CM3, Intranet Dashboard, LOTUS NOTES (custom built CMS), Salesforce CRM (GEMS), Moodle eLearning
- Email Systems* MailChimp, Microsoft Exchange (user administration and Exclaim Email Signatures), TRIM (Email and Document Management and Retrieval), MailEnable (Windows ISP Mail Server Software), Gmail
- Analytics* Google Analytics and Webmaster Tools, Microsoft BING Analytics and Webmaster Tools, Event Tracking (Downloads, External sites), Awstats
- Project Management* Jira and Tempo (Atlassian project management), Gemini (Open source ticket management application), Open Project (open source project management application)
- Development* Adobe Dreamweaver, CSS, HTML, PHP and PHP MyAdmin, iMacro, Excel, Lynx Text Reader, Browser development tools, Digioh!; Wufoo Forms; Binary Canary
- Servers and hosting* WHM , cPanel, Domain and DNS Management, Windows Server 2003, Linux (Administration and Support)
- Office Productivity* Microsoft office suite of tools (Word, Excel, PowerPoint, Visio), Libre Office (Open Source), Google Docs
- Image Editing* Photoshop and Fireworks (Adobe), GIMP (Open Source), Pixlr (online)

Work History

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

Company	Role	Date / Duration
• Virtual Accident	Web Architect / SEO	November 2013 - March 2015
• Australian Drug Foundation (ADF)	Web Analyst	December 2012 - November 2013
• Business Victoria Online (Small Business Victoria)	Product Coordinator / Application Manager	February 2011 - July 2012
• Business Spectator	Analyst / Programmer Search Engine Optimisation	August 2009 - June 2010
• Express Teleconferencing	Technology Officer	October 2007 - November 2008
• Understated Excellence	Director, Consultant, Digital Business Analyst.	2006 - current
• Telstra Research Laboratories	Senior Research Technologist	January 1987 – March 2006

Referees

Available on request

A start up company with highly qualified specialist staff, Virtual Accident develops unique, interactive, online training courses. Their audience includes University, Research Institute and Hospital Nursing staff. Integrating an open source WordPress CMS and WooCommerce e-Commerce platform as a front end shopping site to a Moodle e-learning platform; their system automates course purchase and deployment. All courses are currently developed in Adobe Captivate, exported in a SCORM package format and uploaded into Moodle.

Job Role : Web Architect, onsite SEO*Responsibilities*

Originally contracted for short term HTML/CSS development and styling, after initial analysis and review, was instrumental in the re-design and implementation of an updated website architecture and design.

- 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

- The website development was in an early iteration but was limited in its ability to allow the separation of presentation, structure and functionality. I reviewed several proposed options and made a recommendation based on standards, security, maintenance and support and influenced the design and uptake of new website architecture more suitable to business needs and ongoing support. I then implemented the design and liaised with vendors and developers to ensure the solution met requirements. Feedback on the front end design was extremely favourable from internal and external stakeholders.
- A commercial extension was purchased to allow the Purchase Orders payment method in the WooCommerce eCommerce site. A custom change was requested to add extra fields. Using a PHP editor I added the extra field and contextual error messages. I also updated the structure of the extension to allow recompression and standard upload methods, not possible before due to the development on a Mac platform.
- Using a WordPress CMS extension for site backups and restoration, there were issues restoring to a development server. I analysed logs and installer files, reviewed forums and liaised with the developers. I discovered that a security extension appeared to be installed twice 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.
- Managed and facilitated the technical and administrative requirements for Google Analytics and Webmaster Tools.
- Implemented SEO tagging for industry that ranked favourably in engines.

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

- Analysis and recommendations for 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 and refinement
- 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

Tools, Products and Applications

- Google Analytics and Webmaster Tools
- Microsoft BING Analytics and Webmaster Tools
- Jira and Temp (project management)
- Adobe Dreamweaver
- Adobe Fireworks and Photoshop
 - *Jira and Tempo (Atlassian project management)*
- *GIMP (Image Editor)*
 - *WordPress CMS*
- *WooThemes WooCommerce eCommerce*
- *WooThemes Plugins and Extensions (Wordpress and WooCommerce)*
- *Moodle eLearning CMS*
- *PHP*
- *PHP MyAdmin*
- *Binary Canary*

Infrastructure Development

- Configured Development and Staging Server

Courses and Seminars

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

The Australian Drug Foundation (ADF) is 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 funders (Federal, State, Local and other) they are in the process of consolidating complex IT infrastructure and web presence platforms, systems and providers.

Job Role : Web Analyst**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

- Developed and implemented risk management policies and procedures to reduce potential costs and liabilities to the ADF, which then influenced the signing of an SLA maintenance agreement for their highest profile site (GoodSports : Nationwide program improving the health and wellbeing of Australians through sporting clubs).
- The ADF website hosting was fragmented due to various sponsors for different projects over time. This led to varied service response and reliability for a number of their websites. I Initiated and coordinated the migration and consolidation of five websites to a more reliable website host to improve uptime, which improved site reliability and brand perception.
- The GoodSports program was looking at developing a Proof of Concept portal for their nationwide remote Project Officers. This program was to have remote access to consistent and updated information, specific to their state and club requirements. An option was to use the internal corporate CMS (Intranet Dashboard) to develop a second secure site. This project was also used as an opportunity to update the CMS and improve the functionality for internal staff (added calendar functionality) I project managed the upgrade liaising with the vendor and internal stakeholders to implement security and user account requirements.
- An ADF site unexpectedly went off-line and investigations at the host indicated the site was still functional. Further investigations uncovered the domain was registered and owned by a previous developer cleaning up their systems and deleting unused DNS records. I organised the transfer of ownership and consolidated other domain name registrars and DNS hosts to simplify system domain management and improve site reliability.
- Google was updating the compliance requirements for Not For Profit organisations. I project managed the technical and administrative requirements for the ADF Google Adwords account to comply with the updated Google Grants requirements to ensure continued subsidised advertising.

Projects and Product Management

- ADF Search: A subscription based search facility of licensed content and journals (similar to 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 CCS, 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 white lists to reduce emails being seen as SPAM (monkii : eLearning, DBG Technologies : eCommerce CMS, EBS :merchant account facilities and accounting package)
- Developed the website backup and disaster recovery procedures. 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 and improve system reliability.
- Managed and administer 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 are designing 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, 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 unsubscribes 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)

- Audited all ADF website CMSs and extensions after seeing several external SEO consultants providing high level advice and recommendations. I developed and presented a practical guide specific to each CMS on how to easily implement each recommendation for the ADF content managers. This was used by several of the staff to implement and tailor specific meta tagging and give an understanding of their importance to organic SEO.
- Using Google Analytics knowledge and experience I implemented Event Tagging for links to external sites and media downloads. This provided relevant overview data within Google Analytics across several ADF websites and reduced the need to access secondary server based analytic applications (Awstats).
- Recommended and implemented domain name changes and AdWord campaign updates to comply with Google AdWords Grants terms and conditions.
- Using experience of the particular CMS I was able to recommended implementing Gzip compression for improved performance.

- Reviewed methods and extension and implemented sitemap.xml file for improved crawling and indexing.
- Developed a new HTML based email signature template, optimising design, images (format and size) and tagging for campaign monitoring. (Exclaim)

Tools Products and Applications

- CMS : Joomla!, WordPress, Cube (eCommerce), CM3, Intranet Dashboard
- Server and hosting environments : WHM , cPanel, Domain and DNS Management
- Online services : MailChimp; Digioh!; Wufoo Forms; Altassian Jira (online project management tool)
- Analytics : Google Analytics; Webmaster Tools; Event Tracking (Downloads, External sites); Awstats
- Testing : iMacro, Excel, Lynx Text Reader
- Email Systems : MailChimp, Microsoft Exchange (user administration) and Exclaim Email Signatures

Courses and Seminars:

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

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.

Job Role: Product Coordinator / Application Manager**Responsibilities:**

- Manage 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

- The Event Management System (EMS) was used by internal departments and external providers to promote events for small businesses. URL's were the preferred method to promote events on websites and other promotional materials however, a simple and reliable URL format was not available. I conducted several tests and then liaised with the developers to document a URL format that helped to improve the utilisation of the EMS to filter events dates, types and locations.
- When IE9 was first introduced, the Google Map for an event in the EMS was not displayed. A request was made to the vendor to update the application. However, a vendor proposal was intrusive to the end user and not suitable for a seamless user experience. I sourced and recommended a simple solution to correctly display the GoogleMap's, which was implemented by the vendor, reducing BVO development costs of another solution.
- Was appointed to be the technical representative on an interview panel for a new position and recommended a suitable applicant that was successful in the position.
- Due to the limitations of the Event management System (EMS) and the cost of modifications to upgrade functionality, I developed user friendly 'cheat sheets' for internal and external customers noting product limitations with tested and approved assists that helped reduce help desk calls.

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

- Monthly product usage and customer insights metrics (EMS)
- 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

- Reviewed and update end user training manuals for readability and consistency
- Reviewed and maintained functional specifications (updated by vendor)
- Developed 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 SmartForms)
 - Call Centre Enquiry Management System (Case Management – help desk CRM and resource delivery application)

Tools, Products and Applications

- TRIM (Email and Document Management and Retrieval)
- Microsoft office suite of tools
- Pixlr (online image editing application)
- Gemini (Open source ticket management application)
- Salesforce CRM (GEMS)

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 is 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-locate 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

- Conducted a site audit that included reviewing SEO Meta tags and information architecture I reviewed options with the Marketing Manager. My recommendations influenced the executive board to update the website navigation to benefit user experience and information discoverability of valuable information and resources. This was a significant and positive outcome as there had been a strong desire that site design should not change. This also led to suggestions from the board on what other information should be made discoverable via the modified navigation menus.
- This recommendation for information discoverability, tagging of articles and pages was carried over to a new site redesign (Drupal which replaced LOTUS). These changes are still evident and providing results.
- Using my experience and qualification in Virtual Communications, I trained qualified print journalists and web authors' in the techniques for writing for the web and SEO best practice.

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 to find much of the site content was not able to 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)

- Using Google Webmaster Tools I discovered the custom Lotus Notes CMS added an extra 'robots="noindex"' meta tag that prevented content from being indexed and found
 - 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
- Aligned and optimised online ad creative's with website site content to help reduce bounce rates
- 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.

Tools Products and Applications

- LOTUS NOTES (custom built CMS)
- LYNX Text Reader (Text based browser)
- Adobe Dreamweaver and Firefox
- Google Analytics, Webmaster Tools

Courses and Seminars:

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

Express Teleconferencing is Australia's largest privately owned telecommunications provider. They specialise 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.

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.
- Coordinate 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.
- Taxonomy development for ease of search and recovery.

Tools Products and Applications

- MailEnable: Windows Mail Server Software.
- Windows Server 2003, Linux (Administration and Support).

Understated Excellence

2006 - Current

Established in 2006, Understated Excellence is a vehicle to provide thought leadership, strategic advice and development expertise back into the broader community for the benefit of businesses and enterprises. My role is to ensure that clients systems and processes perform as expected while complying with relevant standards and are search engine agnostic. Using expertise from TRL and my Masters in Virtual Communications, I proactively help and grow clients that would not be able to afford the same skill set from an agency; and to empower them to confidently self maintain their sites and systems. While also ensuring advice they receive from other parties in in their best interest and correct for their requirements.

My Philosophy : It's what you don't see that makes the difference

Job Role: Owner, Director, Consultant, Strategy Development, Digital Analyst: Website; SEO; Social; Business; Systems; Technology.

Responsibilities

- Primary: To ensure each client is getting the best utilisation of their website and online presence and also 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.

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.
- Using onsite SEO and other optimisation techniques I implemented, I had the front page of Google displaying 1300ENSUITES members and products.
- Reduced SPAM to zero using Google Webmaster Tools to identify an infected site linking to an online form. I replaced the compromised form with a new form and new URL; this 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 clients 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).

Website Optimisation; Strategy Development; Project Management (alphabetical order)

Website producer; consultant; administrator and manager; developer; information architect

- www.1300ensuites.com.au: Project Management, Website development, administration and maintenance. Upgraded site from Joomla! 1.2 to Joomla! 3.1 using the Helix II Framework (responsive and mobile device friendly). Migrated site to a new hosting provider. Project Managed hosting requirements, content design, information architecture and onsite SEO with rich snippets / micro data. Using the design philosophy of configuration over customisation to simplify future version updating. Used Google Webmaster Tools (Search Console) to clean up cached page issues.
- www.4dcinemas.com.au : Consultation and project plan guidance for website design and implementation using a minimal budget. Provided training on the CMS and graphics design for print magazine ad. (Melbourne child may 2013) using online Pixlr application when no local graphics application was available
- www.bogartslimousines.com.au : Website optimisation and strategy development. Rebuilt the template from deprecated Dreamweaver template to simplified custom PHP/CSS template that displayed the site the same in all browsers. The template was designed for easier maintenance; improved onsite SEO and converted a Flash image gallery for iPhone and iPad (using WOW Slider). Developed new content concepts for target audiences.
- www.chadwickgeotechnics.com.au : Keyword research and recommendations for Yellow Pages Online advertising entries.
- www.clearinsights.com.au : Website development and branding (template modification : HTML/CSS); website manager I managed the site to comply with the legal requirement to be live for 5 years even after the business has closed operations. Configured Google GMail account for specific forwarding requirements.
- www.cpsales.com.au : Strategic advice in relation to technology testing and selection, reviewing and editing promotional materials for consistency of message, intent and voice, online marketing and branding during the development stage.
- www.commander.com : Conducted gap analysis on the Commissioning a New Mobile Phone Service process. Documented several process improvements for consistency and completeness. (Client Interviews, Visio)

- www.diveline.com.au : Website Development, optimisation and onsite SEO. The work was based on the owners' skills, knowledge and available tools for self maintenance to reduce cost. Rebuilt broken pages, navigation and content. Developed a new custom template to simplify site maintenance by the owner using existing tools and knowledge; removed Flash navigation for ease of maintenance by the owner while retaining the original look and feel of the site; Content : Concept development and design; conducted research (surveys with staff and customers), developed and implemented improved information architecture and onsite SEO; developed downloadable brochures for training courses and for the local Tourist Information centre; developed a simple newsletter process compliant with anti-SPAM regulations based on the available products, skills and budget of the business owner; recommended and implemented a wiki for improved business feedback and to generate a community using User Created Content and to manage business resource allocation. NOTE : the site has since been migrated to a different platform by another developer. However, site content, information architecture, downloadable brochures were all carried over from my strategic developments. New website developer used Adobe Flash navigation which now makes the site unusable on Apple devices.
- www.fixtit.com.au / www.fixtitpropertyservices.com.au : Website development. Developed a single page website with Flash based slideshows; design concept and custom PHP/CSS template design, onsite SEO, administration and management.
- www.frankstonphotoclub.com.au/: Committee Member (Social Secretary), developed process for using an onsite calendar booking system to remove the potential liabilities and reputational damage from making event notifications available on a popular social media site.
- www.johnlim.com.au : Provided consultation advice on migration of the current site to a new platform including : product evaluation, site migration project plan, SEO and online presence considerations.
- www.landscapesaustralia.com.au: Digital strategies (domain name – recommendation and purchase), development, optimisation, training and maintenance. Using WordPress CMS for simplified maintenance and updating by user. Sourced and configured templates and extensions to suit user requirements. Developed Child theme to customise aspects to meet requirements.
- www.peninsulaweddings.com.au : Webmaster, Committee Member. Managed HTML, Drupal CMS, and WordPress CMS website iterations. Project managed the migration and testing of each version upgrade. Developed and implemented onsite SEO recommendations; content design and editing. The site was regularly seen on the first page of Google for several keywords and phrases related to the local wedding industry.
- www.powermaintenance.com.au: Website migration, onsite SEO, project planning, strategy development. In a highly competitive industry this start-up needed to migrate away from a compromised host. The site was built in Adobe Business Catalyst and the host suggested as the site was dynamic, it could not be backed-up to be moved. Using specific tools we were quickly able to fully recreate the site as a static site. Seeing the site was made using the Zurb Foundation layouts, I optimised the onsite SEO with another developer adding new scripts for slideshows and tickers. I sourced a new reliable host and co-ordinated the DNS and MX record updates for minimal business downtime during propagation.
- www.rentabathroom.com.au : Website development and management, onsite SEO, content concept and design (online and print : website, business card, brochures, posters), currently : implementing payment gateway integration to PCI compliance standards
- www.rentaloo.com.au: Website development and optimisation. Redesigned the site built by another developer. Developed custom PHP/CSS template; content design; onsite SEO. Administration and Management and Google Analytics user management for SEM partners.
- www.scentwithintent.com.au : eCommerce and digital strategy advice, site development and maintenance, user training, onsite SEO. Evaluated several eCommerce platforms (Joomla!, WordPress with WooCommerce, Magento eCommerce with BeeLine Facebook Shop, Shopify). Configuring WooCommerce to simplify product management and customer purchasing opportunities. Project Management.
- www.simonscakes.com.au: Recommended by colleagues to assist updating the site due to previous developer passing away. Currently an HTML site that is not mobile friendly and requires an external developer to update basic content. Reviewed and updated content, optimised onsite SEO. Currently redeveloping site for simplified maintenance by end user and improved SEO.

Tools Products and Applications

- Google (Analytics and Webmaster Tools/Search Console), WebCEO and various online tools.
- Website design (Adobe Dreamweaver, Fireworks, HTML, PHP, CSS, Artisteer, Joomla!, WordPress, Microsoft WebMatrix development server, Bitnami development server stacks)
- Server configuration
- Open Project (project management)

Courses and Seminars

- Course: 5 Steps to marketing success for small business (The Schaefer Group)
- Course: Small Business Victoria: Pricing For Profit (Small Business Victoria)
- Course: Understanding Your Business Numbers (Pitcher Partners)
- Course: Digital Strategy and Online Marketing (Pitcher Partners)
- Course: Tender Writing (VECCI)
- Seminar: The Clever Bunch Marketing Program (Basic Bananas)
- Seminar: Let's put your business on the map (Google and Senator Bruce Billson: Small Business Minister)
- Course : Small Business Marketing: business seminar series (Pamela Wakefiled)
- Course : Strategic Business Planning: business seminar series (Hugh O'Donnel)
- Course : Holmesglen institute of TAFE - Travel Writing
- Course : Holmesglen institute of TAFE - Travel Photography

Memberships and Associations

- Membership: Australian Web Industry Association
- Committee Member: Frankston Photographic Club
- Membership : Frankston Tourism Network
- Committee Member : Mornington Peninsula Wedding Group

Insurance (Professional Indemnity, Public and Products Liability)

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

PADI Divemaster

- Assist in teaching new students to Learn to SCUBA dive.
- Coordinate logistics and training of SCUBA courses in class, pool and open water sessions. Development and updating training materials for Snorkelling courses.

Education

- Master of Arts (Virtual Communications) RMIT University, Melbourne, Victoria 2006
Research Paper : Can emotional cues be employed in Internet Communications Technologies to establish, sustain or increase membership participation in a Community of Interest?
I proposed a new *Emotional Consumer Model* based on *Recognition and Anticipation, Perception, Motivation and Memory* replacing the traditional Rational or Logic consumer model
- Diploma of Engineering (Computer Systems) Barton Institute of TAFE, Melbourne, Victoria 1997
- Associate Diploma of Engineering (Electronics) Moorabbin College of TAFE, Melbourne, Victoria 1994
- Certificate of Technology (Electronics) Moorabbin College of TAFE, Melbourne, Victoria 1991

Other interests

- Indoor beach volleyball, photography, social dancing, mechanical clocks and SCUBA Diving.
I am a qualified PADI Divemaster and have travelled around Australia including : Rowley Shoals (Broome), Whitsundays, Sydney, Mt Gambier, Fleurieu Peninsula (South Australia; Bicheno (Tasmania) and overseas to Antarctica, Easter Island, The Galapagos Islands and Truk Lagoon.
- Frankston Photographic Club 2013 - Current
- Oxfam trail walkers 100km charity walk (Team 001 - Foot Sloggers) 2010
- Member of Mornington Peninsula Wedding Group (Web Manager) 2009 - 2013
- PADI Divemaster 2006
- Member of Frankston Tourism Network 2006 -
- Cave Diving Association of Australia (CDAA - 464) 2002
- World Masters Games (Melbourne) Beach Volleyball (Bronze) 2002
- Achieved Queen Scout Award

Referees

Available on request