

Brendan John Edwards

Address 4 Aden Place Frankston, Victoria, 3199
Home (03) 9776 6446
Mobile 0407 526 745
Email Brendan.Edwards@understatedexcellence.com.au

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 for standards compliance, end user and customer goals.
 - Information architecture improvements: user experience (UX), content, analytics.
- Technical Analysis*
 - Digital strategy development: sites, social, email, onsite SEO.
 - 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, disciplines and industries.
 - Experience and skills in content development and writing for online channels.
 - Experience writing comprehensive, yet simple to read and use instructions and technical manuals.
 - Ability to simplify complex concepts for a variety of audiences.
- Networking and Social Skills*
 - 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, SharePoint
- 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, SPLUNK, QlikView
- Project Management* Jira and Tempo (Atlassian project management), Gemini (Open source ticket management application), Open Project (open source project management application), Confluence
- Development* Adobe Dreamweaver, CSS, HTML, PHP and PHP MyAdmin, iMacro, Excel, Lynx Text Reader, Browser development tools, Digioh!; Wufoo Forms; Binary Canary, RegEx
- 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* Adobe (Photoshop, Fireworks, Illustrator), GIMP (Open Source), Pixlr (online),
- Accounting* Quick Books (cloud)

Work History

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

- | | | |
|---|--|-------------------------------|
| • Telstra Network Operations | Broadband Designer | March 2016 – June 2018 |
| • 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 |

Education

- Master of Arts (Virtual Communications) RMIT University, Melbourne, Victoria 2006
- Diploma of Engineering (Computer Systems) Barton Institute of TAFE, Melbourne, Victoria 1997

Detailed resume and referee list available on request

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 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.

**Business Spectator
Analyst / Programmer Search Engine Optimisation (SEO)**

August 2009 - June 2010

Responsibilities

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

Achievements

- As analyst influenced the executive board to update the website navigation to benefit user experience and information discoverability of valuable information and resources when there was a strong desire that site design should not change.
- As analyst recommended and implemented information discoverability and tagging still evident after a site redesign.
- As analyst trained qualified print journalist and web authors' techniques for writing for the web and SEO best practice.
- As programmer worked with developers to modify site code to improve site structure to improve SEO.

Understated Excellence**Owner, Director, Analyst: Website, SEO, 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).

Training, Courses, 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)

Memberships and Associations

- Membership: Australian Web Industry Association
- Committee Member: Frankston Photographic Club
- Melbourne SEO Meetup

Insurance (Professional Indemnity, Public and Products Liability)

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