

Brendan Edwards

Email: brendan.edwards@understatedexcellence.com.au

Phone: +61 (0) 407 526 745

LinkedIn: linkedin.com/in/brendanedwards007

Portfolio: understatedexcellence.com.au/experience.php

Professional Profile

Digital business analyst and project manager with deep expertise in data analysis, engineering, and process optimisation. Proven track record of delivering pragmatic, data-driven solutions in government and private sectors. Skilled in systems analysis, automation, and technical problem-solving, with a passion for improving business outcomes through actionable insights and continuous learning.

Core Competencies

- Data Analysis & Engineering: Data wrangling, cleaning, standardisation, and reliability improvements
- Process Optimisation: Streamlining workflows, automating repetitive tasks, and improving throughput using data-driven methods
- Reporting and Visualisation: Developing dashboards, reports, and visual tools for decision-making (Excel, Tableau, QlikView, SPLUNK)
- Systems Integration: Migrating and consolidating data feeds, platforms, and applications for improved efficiency
- Stakeholder Engagement: Cross-functional collaboration, training, and mentoring in data best practices

Professional Experience

PowerMaintenance Group

Private Business: Commercial and Industrial Energy Broker

Digital Marketing Manager and Project Manager

Oct 2018 – Oct 2024

- Led multiple data-driven projects to automate contract form completion, improving accuracy and reducing processing time during peak periods. Standardised filenames and data formats for efficient search and retrieval.
- Developed and tested proof-of-concept automation tools using Excel, VBA, PDF, and Outlook, increasing throughput and data quality.
- Managed migration and optimisation of websites, improving SEO and information architecture through analytical tools and data audits.
- Evaluated and implemented commercial helpdesk and photo sharing applications, including competitor analysis and technical documentation.
- Achievements: Improved contract negotiation efficiency, annulled counterclaims through technical evidence, and enhanced web presence via data-driven SEO strategies.

Key Tools: Screaming Frog, SEO PowerSuite, HTTrack, UIPath, Excel, Power Automate

Telstra Network Operations

National Telecommunications Infrastructure Management
Broadband Designer

Mar 2016 – Jun 2018

- Managed and maintained legacy DialIP platform, coordinating national migration of government and enterprise customers to new data solutions.
- Developed scripts to interrogate network devices, reducing report generation time from hours to minutes and enabling ad-hoc data analysis.
- Migrated network metric data feeds to HollyEVO Big Data platform, including interface agreements, debugging, and governance improvements.
- Created Excel-based tracking and reporting tools for project leaders and stakeholders.
- Achievements: Reduced costs and improved reliability through data-driven maintenance scheduling, received recognition awards for project delivery and process improvements.

Key Tools: QlikView, QlikSense, SPLUNK, Excel, Hive, MySQL, SecureCRT.

Australian Drug Foundation

Not For Profit: Harm Prevention Advocacy and Education
Web Analyst

Dec 2012 – Nov 2013

- Managed web presence and analytics for 10+ sites, consolidating hosting and improving uptime through data audits and risk management.
- Implemented analytics tracking, event tagging, and SEO meta tag compliance, providing guides and training for content managers.
- Developed comprehensive spreadsheets and dashboards for monitoring website downtime and performance trends.
- Achievements: Influenced SLA adoption, improved DNS reliability, and streamlined reporting processes using data-driven insights.

Key Tools: Google Analytics, Excel, Binary Canary, Lynx Text Reader.

Business Victoria Online

State Government. Improving Engagement and Education for Victorian Small Businesses
Product Coordinator and Application Manager

Feb 2011 – Nov 2012

- Improved event management system usage by discovering and documenting search filter URL formats, driving traffic and simplifying data display.
- Developed user-friendly cheat sheets and process documentation, reducing help desk calls and improving user experience.
- Audited and analysed product usage metrics, customer insights, and compliance with eCommerce guidelines.

Key Tools: Excel (VBA), iMacro, UIPath, Google Analytics.

Education

- Graduate Certificate in Applied Data Science – Charles Sturt University 2022
- Master of Arts (Virtual Communications) – RMIT University 2006
Research: Emotional cues in ICT for community engagement; proposed new Emotional Consumer Model
- Agile Data and Information Management – Charles Sturt University (short course) 2021
- Marketing Analytics and Insights – RMIT University (short course) 2018

Technical Skills

- Data Analysis and Wrangling: Excel (advanced formulas, VBA), Tableau, QlikView, SPLUNK, R, Python, Weka
- Automation: UiPath, Power Automate, iMacro, Excel VBA
- Reporting and Visualisation: Microsoft Office Suite, draw.io, Visio
- Web and Systems: WordPress, Joomla!, SharePoint, MySQL, Hive, PHP, HTML, CSS

Selected Achievements

- Reduced report generation time by 90% through custom data scripts and automation
- Improved contract processing throughput and data quality via process automation
- Consolidated and migrated complex data feeds and platforms for major organisations
- Developed dashboards and visual tools for monitoring, reporting, and decision support
- Influenced adoption of SLAs and risk management policies through data-driven recommendations

Professional Development

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| • All-Energy and Waste Australia Exhibition & Conference | 2022 |
| • Business Analytics Tools for Finance Professionals (CPA Australia) | 2022 |

References

Available upon request.

Other Interests

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| • Remediation and Rewilding Project (restoring native flora of around 70-100 years ago, Langwarrin | 2021-now |
| • Photography: Frankston Photographic Club (member, previous Social Secretary) | 2013-now |
| • SCUBA Diving. (Recreational 40m, NASDS and PADI Divemaster, Australia and International sites | 1987-2012 |
| • Mechanical Clocks (Glass, Brass and Skeleton) | 2000-now |
| • Classic Cars: Owner of a 1987 Mercedes 230 TE (estate, wagon) | 2022-now |