

Brendan Edwards

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Portfolio: understatedexcellence.com.au/experience.php

Professional Profile

Business analyst and project manager with a proven record of optimising business processes, digital platforms, and service reliability. Expert in identifying inefficiencies, implementing automation, and driving improvements that reduce costs, increase throughput, and minimise support enquiries. Experienced across government and private sectors, with a strong focus on actionable results and continuous improvement.

Core Competencies

- Business Process Optimisation
- Website and Application Performance Improvement
- Reliability Engineering (Products, Services, Processes)
- Automation and Workflow Standardisation
- Service Desk/Help Desk Enquiry Reduction
- Data Analysis and Reporting
- Stakeholder Engagement and Training

Professional Experience

PowerMaintenance Group

Private Business: Commercial and Industrial Energy Broker

Digital Marketing Manager and Project Manager

Oct 2018 – Oct 2024

- Led automation projects to standardise contract workflows, reducing completion time and increasing accuracy during peak contract renewal and negotiation periods.
- Developed and tested proof-of-concept tools using Excel, VBA, PDF, and Outlook, streamlining data entry and form generation, and improving form throughput and data quality.
- Migrated and optimised company websites, repairing SEO compliance, fixing broken links, and improving navigation and information architecture for better performance and reduced support needs.
- Substantially managed, configured tested and implemented commercial helpdesk and photo sharing applications, selecting scalable solutions to reduce custom development and ongoing maintenance.
- Achievements: Improved contract negotiation efficiency, reduced manual errors, and enhanced web presence through technical and process optimisations.

Telstra Network Operations

National Telecommunications Infrastructure Management
Broadband Designer

Mar 2016 – Jun 2018

- Managed migration and decommissioning of legacy platforms, coordinating national teams and optimising resource allocation to reduce downtime and costs.
- Improved reliability of network devices by synchronising maintenance and upgrades, reducing the need for multiple service tickets and visits.
- Developed scripts and reporting tools that reduced report generation time from hours to minutes, enabling faster decision-making and reducing support queries.
- Achievements: Delivered projects under budget and ahead of schedule, received recognition for process improvements and reliability enhancements.

Australian Drug Foundation

Not For Profit: Harm Prevention Advocacy and Education
Web Analyst

Dec 2012 – Nov 2013

- Consolidated and migrated multiple websites to a single, reliable hosting provider, improving uptime and reducing fragmented support requirements.
- Implemented analytics tracking, event tagging, and SEO meta tag compliance, providing guides and training to reduce help desk enquiries.
- Developed dashboards and spreadsheets for monitoring website downtime and performance, supporting proactive issue resolution.
- Achievements: Influenced SLA adoption, improved DNS reliability, and streamlined reporting processes to reduce support costs.

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 new search features, simplifying display and reducing help desk calls.
- Developed user-friendly cheat sheets and process documentation, reducing support enquiries and improving user experience.
- Audited and analysed product usage and compliance, informing business strategy and optimising workflows.

Additional Relevant Roles

- Virtual Accident – Web Architect (2013–2015): Led website rebuilds and plugin optimisations, reducing ongoing maintenance and improving disaster recovery reliability.
- Express Teleconferencing – Technology Officer (2007–2008): Managed IT upgrades and restored infrastructure after outages, reducing downtime and improving service reliability.

Education

- Graduate Certificate in Applied Data Science – Charles Sturt University 2022
- Master of Arts (Virtual Communications) – RMIT University 2006
- Agile Data and Information Management – Charles Sturt University (short course) 2021
- Marketing Analytics and Insights – RMIT University (short course) 2018

Technical and Optimisation Skills

- Process Automation: Excel (VBA), UIPath, Power Automate, iMacro
- Website and Application Optimisation: SEO PowerSuite, Screaming Frog, QlikView, Tableau, SPLUNK
- Reporting and Dashboards: Excel, draw.io, Visio, QlikView
- Reliability Engineering: Data cleaning, standardisation, disaster recovery planning
- Documentation: User manuals, cheat sheets, technical guides

Selected Achievements

- Reduced report generation time by 90% through custom automation
- Improved contract processing throughput and data quality via workflow optimisation
- Consolidated and migrated complex platforms, improving reliability and reducing support needs
- Developed dashboards and visual tools for proactive issue resolution and reduced help desk calls
- Influenced adoption of SLAs and risk management policies through process analysis

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 |