

CONTACT

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PROFESSIONAL EXPERIENCE

- May 19 -** **IVVY, BURLEIGH HEADS QLD**
BUSINESS ANALYST
- Responsible for the design & documentation of new features for our web app, including:
- iVvy.com.au website & booking engine
 - API improvements
 - Payment gateways
 - General improvements and bug fixes as part of Agile sprints
 - Integrations with various leading web applications (Quickbooks, Salesforce, Zapier, Netsuite, custom API integrations)
 - Custom reporting & metrics dashboards
 - White labeled online booking engines
- Oct 18 -** **VILLAGE ROADSHOW, BRISBANE QLD**
May 19 **MARKETING AUTOMATION MANAGER**
- Management of data, structure & automated journeys utilising Salesforce Marketing Cloud
 - Implementing dynamic email & SMS for subscriber welcome, pre-arrival, during visit, post visit & reactivation/renewal
 - Data analysis & metrics dashboard generation (Qlik, Google Analytics)
 - Cloud app integrations including booking engines & websites
- Nov 17 -** **BRISBANE TOWN PLANNING, BRISBANE QLD**
Oct 18 **CONSULTANT (CONTRACT)**
- Consulting, analysis & integration of online tools to manage projects (Google Apps, Zapier, API & script development in Python, TeamWork, Xero)
 - Data analysis & dashboard generation using Tableau
 - Developed digital process for contract signing to meet regulatory requirements (Python, Zapier, JotForm)
 - Evaluation & development of Chatbots (Google Dialogflow)
 - Implementation of website redesign for page speed & mobile optimisation (HTML/CSS)
- Feb 17 -** **COMPLY ADVANTAGE, LONDON UK**
Nov 17 **GROWTH ANALYST/PROJECT LEAD**
- Gathered requirements, analysed/presented options & costs, successfully implementing a suite of online tools, analytical dashboards & interfaces for multiple departments (Salesforce Lightning CRM, Pardot email automation, desk.com help-desk, dashboards in Google Sheets & Tableau)
 - Product Managed the integration of a web-app with a marketplace platform (Zapier, Python, Salesforce), successfully developing proof of concept.
 - Project lead delivering large training data sets for machine learning algorithms behind the web-app's database, including analysing worker platforms, conducting accuracy/precision/recall tests & implementing front-end interfaces (Amazon Mechanical Turk)

PROFESSIONAL EXPERIENCE CONT.

Jan 16 -
Oct 16

MANTRA GROUP, SURFERS PARADISE QLD
DIGITAL BUSINESS ANALYST/PROJECT MANAGER

- Interviewed stakeholders, developed business cases & requirements & project managed a number of initiatives including:
- A new website with booking engine improvements to match company rebranding, which composed of a front-end Content Management System & a custom-built backend Booking Engine
- An automated NPS survey email to gather feedback & reviews, resulting in a 20% increase in TripAdvisor rankings for 120 hotels.
- A new Mantra Realty portal for listing rentals & sale properties
- Implementation of an iPhone/Android app for Peppers Hotels
- Launched the "Mantra+" customer loyalty program
- Developed a report of a "build vs buy" decision for a Content Management System & Booking Engine (managing 1M+ visits p.a.).

Feb 10-
Dec 15

TELSTRA, MELBOURNE VIC & BRISBANE QLD
SENIOR BUSINESS ANALYST

- Commenced employment in the Technology Graduate Program & was promoted to Senior Business Analyst after 2 years
- Lead analyst for Telstra online coverage map platform developing the requirements & business case (1M+ visits p.a.)
- Delivered major simplification initiative allowing online self service through Telstra My Account for 100k+ customers on legacy systems.
- Performed commercial analysis for multiple network & IT projects, developing business cases & financial models for projects with a capital expenditure of over \$1M each
- Utilised Geographical Information Systems to develop reports on optimal areas for network investment

EDUCATION

ROYAL MELBOURNE INSTITUTE OF TECHNOLOGY (RMIT)
2020 | UNDERGRADUATE CERTIFICATE - COMPUTER SCIENCE

QUEENSLAND UNIVERSITY OF TECHNOLOGY (QUT)
2015 | GRADUATE DIPLOMA - APPLIED FINANCE

SWINBURNE UNIVERSITY
2011 | GRADUATE CERTIFICATE - SCIENCE, NETWORK SYSTEMS

GRIFFITH UNIVERSITY
2010 | BACHELOR - BUSINESS, INFORMATION SYSTEMS (ACADEMIC EXCELLENCE AWARD)

CERTIFICATIONS

TABLEAU
2018 | QUALIFIED ASSOCIATE

SALESFORCE
2017 | SALESFORCE MARKETING CLOUD EMAIL SPECIALIST

PERSONAL PROJECTS

POWRBOT INC
POWRBOT.COM