

David Watts | 0412 957 216 | davidwatts11@gmail.com | [linkedin.com/in/davidwatts11](https://www.linkedin.com/in/davidwatts11)

PROFESSIONAL EXPERIENCE

Business Analyst | APA Group, Brisbane | Mar 2021 – May 2021

- Working in the Market Services team in Gas Transmission, I wrote requirements/user stories and gained product owner approval for two projects
 - Improving an automated system for customers to update their trades (via API/FTP)
 - A new Power BI dashboard to support the commercial team to understand automated messages

Product/Business Analyst | iVvy, Brisbane | May 2019 – Mar 2021

- As the lead Product/Business Analyst in the Development team, I designed and documented new features for our web app, including:
 - iVvy.com.au website / booking engine
 - API improvements <https://developer.ivvy.com/>
 - 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 and dashboards
 - White labeled online booking engines

Marketing Automation Manager | Village Roadshow, Brisbane | Oct 2018 – May 2019

- Management of data, structure and automated journeys for Sales and Marketing utilising Salesforce Marketing Cloud.
- Implementing dynamic email and SMS journeys for subscriber welcome, pre-arrival, during visit, post visit and reactivation/renewal.
- Data analysis & metrics dashboard generation (Qlik, Google Analytics).
- Cloud app integrations including booking engines and websites.

Consultant (Contract) | Brisbane Town Planning, Brisbane | Nov 2017 – Oct 2018

- Consulting, analysis & implementation/development of online tools to automate workflows & emails, manage projects & invoice customers (Google Apps, Zapier, API & script development in Python, TeamWork, Xero).
- Data analysis & metrics dashboard generation (Google Sheets, Tableau).
- Development of a digital process for email automation & signing contracts to meet regulatory requirements (Python, Zapier, JotForm).
- Evaluation & development of Chatbots (Google Dialogflow).

- Implementation of website redesign for page speed & mobile optimisation (HTML/CSS).

Analyst/Project Lead | ComplyAdvantage, London | Feb 2017 – Oct 2017

- Gathered requirements, analysed/presented options & costs, successfully implementing a suite of online tools, analytical dashboards & interfaces for marketing, sales, commercial & customer success (Salesforce Lightning CRM, Pardot email automation, [desk.com](https://www.desk.com/) help-desk, dashboards in Google Sheets & Tableau).
- Product Manager for an initiative to integrate a web-app with a marketplace platform (Zapier, Python, Salesforce), successfully developing proof of concept.
- Lead a project to deliver large training data sets for the machine learning team's algorithms behind the web-app's database, including analysing worker platforms, conducting accuracy/precision/recall tests & implementing front-end interfaces (Amazon Mechanical Turk - HTML, CSS).

Digital Business Analyst/Project Manager | Mantra Group, Gold Coast | Jan - Oct 2016

- Interviewed stakeholders, developed business cases & documentation, developed requirements/user stories & project managed a number of initiatives including:
 - A new Mantra Hotels website with booking engine improvements to match company rebranding, which composed of a front-end Content Management System & a custom-built backend Booking Engine (phase 1 eliminated the need for a mobile & desktop website, with significant cost savings & conversion increase).
 - A new email automation process ("pre-stay" & "post-stay") including a NPS Survey to gather internal feedback & online reviews, resulting in a 20% increase in TripAdvisor rankings for 120 hotels.
 - A new Mantra Realty real estate portal for listing rentals & properties for sale.
 - Implementation of a new iPhone/Android app for Peppers Hotels (e.g. in-room ordering through the app).
 - Launched a new "Mantra+" customer loyalty program, which I gathered the requirements for, presented options & costs, as well as development of the proposal.
 - Developed a report of a "build vs buy" decision for a Content Management System & Booking Engine (managing 1M+ visits p.a.).

Consultant (Work Integrated Learning) | Ernst & Young, Brisbane | Jul - Oct 2015

- Worked with industry mentors from Ernst & Young to identify new opportunities in the Asia-Pacific market for a key client.
- Delivered a pitch to Flight Centre Group executives on a Digital based growth proposal for Asia & subsequent findings/documentation.

Senior Business Analyst | Telstra, Melbourne & Brisbane | Feb 2010 - Dec 2015

- Commenced employment in the Technology Graduate Program
- Lead analyst for new Telstra online coverage map platform (telstra.com.au/coverage-networks/our-coverage), developing the requirements & business case (1M+ visits p.a.).
- Delivered major simplification initiative allowing online self service through Telstra My Account for 100k+ customers stuck on legacy systems.
- Performed commercial analysis for multiple Network & IT projects, developing four business cases & financial models for projects with a Capital Expenditure of over \$1M each (Data Analysis, Discounted Cash Flow Modelling).
- Utilised Geographical Information Systems to develop reports on optimal areas for network investment.

eCommerce Intern | CIS GmbH, Germany | Dec 2009 - Feb 2010

- Internal wiki projects & front-end HTML/CSS improvements to the company website (HTML, CSS).

EDUCATION

GradDip Applied Finance | QUT

GradCert Science, Network Systems | Swinburne University

Bachelors, Business, Information Systems (award academic excellence) | Griffith University

UGradCert in Computer Science | RMIT

CERTIFICATIONS

Salesforce Marketing Cloud Email Specialist | Salesforce

Data Analyst Associate Power BI | Microsoft

PERSONAL PROJECTS

Co-Founder / Product Manager for Powrbot | powrbot.com