BRANDON CHAPMAN

🌐 https://www.brandon-j-chapman.au/

📞 0426 400 805 | ✉ Bj1chapman@gmail.com | in www.linkedin.com/in/brandon-j-chapman

CAREER OVERVIEW

A versatile and dynamic technology leader with a strong background in data engineering, machine learning, and entrepreneurship. As a **Data Engineer at Ediom**, I designed and implemented scalable data solutions using cloud services, developed ETL pipelines with Python and SQL, and collaborated with stakeholders to deliver tools which increase operational efficiency. This experience is complemented by my entrepreneurial ventures, notably as the founder of **Wingmate (**www.wingmate.au**)**, a startup where I led a team of three and implemented cutting-edge technologies like NoSQL databases (Firebase), Google Cloud Platform, deep learning algorithms, and cloud functions.

In my role as **Technology and Data Manager at Sherpa Outdoors**, I honed my skills in strategic planning, systems management, and business intelligence. Additionally, I innovated reporting at **UGL Sydney Metro Linewide** by automating data processes, saving senior management hundreds of hours. I've successfully run a business for three years, and I also architected a stock market investment algorithm, demonstrating my ability to apply advanced analytics to financial applications. I am proficient in AWS, GCP, SQL, Python, and various ETL tools, with a proven track record of delivering data-driven solutions that drive business growth and innovation.

KEY ACCOMPLISHMENTS

- Managed Business Intelligence and Data Systems for Sherpa Outdoors, driving significant sales growth and earning a promotion to Technology and Data Manager. In this role, I lead all technology initiatives, utilizing Business Intelligence to inform strategic decisions across both business and technology operations.

- Founded Wingmate, an innovative mobile app for nature enthusiasts, incorporating advanced machine learning algorithms, with scalable cloud-based infrastructure for real-time data processing.

- Developed a Python-based investment algorithm for QuantValue Investments, leveraging API data, Azure services, and Databricks. Implemented ML/neural network models for return predictions and created Power BI reports for data visualization and decision support.

- Passionate bird watcher and photographer. I have photographed over 600 bird species in Southern Africa and over 500 in Australia.

- Created, managed a launched a consumer eCommerce website (www.kingofthearachnids.com.au) during my spare time amidst the COVID pandemic with over $180k revenue.

EDUCATION

Bachelor of Software Engineering (Honours) & Bachelor of Business   **2020 – 2024**
University of Technology Sydney
- Software Engineering Majoring in Data & Analytics
- Business Majoring in Finance

EMPLOYMENT

Data Engineer   **Mar 2024 - Present**
Ediom Pty Ltd
- Spearheaded data engineering initiatives to enhance project management capabilities and digital reporting strategies across the organization.

- Architected and developed comprehensive data solutions leveraging AWS Cloud Services, including EC2 compute instances for scalable processing, RDS for relational databases, and S3 for data lakes.
- Designed and implemented robust ETL pipelines using Python, SQL, and Docker Containers for efficient data integration and transformation.
- Created and maintained data warehouses and data models adhering to best practices, ensuring scalability and performance for dynamic business needs.
- Fostered internal stakeholder collaboration by providing data-driven insights through custom dashboards and reports.

Founder   **Dec 2023 – Present**
Wingmate Birds Interactive Pty Ltd

🌐 www.wingmate.au

- Founded and developed Wingmate, an innovative mobile app for nature enthusiasts in New Zealand.
- Led a team of four employees in the development and launch of the application on Play Store and Beta on App Store.
- Architected and implemented a comprehensive, fully functioning platform featuring:
  - Designed and implemented ETL processes to ingest and process large volumes of bird sighting, call and image data from multiple sources.
  - Developed a scalable data architecture using Firebase Storage for unstructured and structured Data including geolocational data.
  - Machine and Deep Learning models for audio classification - CNN for bird call identification and Transformer based image classifier for visual bird recognition.
  - Cloud functions for scalable, serverless operations on Google Cloud Platform.
  - Full-stack mobile application development with advanced data processing capabilities.
  - Intuitive user interface with real-time updates and social features.
- Managed all aspects of the project including data infrastructure, from initial concept and design to development, testing, and deployment.
- Implemented agile methodologies and CI/CD pipelines for efficient development cycles and timely feature releases of both the app and data systems.
- Conducted market research, business model analysis and user feedback sessions to continually improve the app's functionality and user experience.

Undergraduate Engineer   **Apr 2023 – May 2024**
UGL Limited (Systems Connect Sydney Metro)

- With advanced Python skills, I've automated key tasks for stakeholders, enhancing data processing and analysis efficiency. I've streamlined workflows, ensuring accuracy and aiding the organization's data-driven approach – still in use months after leaving.
- Leveraging strong relationship-building skills, I've worked closely with key stakeholders, including onsite engineering managers, to understand their data needs. I've proficiently managed the connection with multiple APIs and harnessed Power Query to undertake comprehensive ETL processes. This has allowed me to effectively transform disparate and voluminous raw data sources into insightful and actionable information, meeting the needs of various internal departments.
- Used a full suite of Data & BI tools including Power Bi, to design and maintain dynamic, visually compelling reports and dashboards. This resulted in providing key data-driven insights and robust decision-making tools across the organization.
- I effectively communicate complex data to both technical and non-technical stakeholders, making insights accessible and valuable. My expertise in managing large databases has driven key strategic and operational decisions.

Aug 2020 – Mar 2024

Technology and Data Manager
Sherpa Outdoors

- Effectively employed SQL and Python to design custom data exports from various eCommerce platforms. These scripts were integrated into Azure Pipelines, ensuring an automated, reliable data management and analysis process.

- Generated comprehensive Business intelligence reports monthly using tools like Tableau, Azure, Excel, Python and Power BI.

- Regular collaboration with various stakeholders on data requirements and reports has honed my communication and leadership skills, fostering a culture of transparency and collective intelligence.

- My experience encompasses data exports, business reporting, and a robust understanding of Data Warehousing/ETL concepts, underscoring my proficiency in data management and analytics.

- Delivered significant business outcomes, including a 44% increase in sales and a 66% boost in digital marketing P&L, through data-driven decision-making and cross-functional collaborations.

- Effectively led global teams using Agile project management, from New Zealand to the USA, handling various tasks from software development changes to business/data entry and admin work, showcasing my adaptability and commitment to shared objectives. My experiences make me well-suited for roles requiring a comprehensive understanding of data warehousing, analytics, reporting, and business intelligence.

- Led the development and deployment of an advanced data integration and analysis system, leveraging robust data validation mechanisms. This initiative enhanced operational efficiencies, resulting in annual direct labour cost savings of approximately $22,000.

- Utilised data analytics to consolidate key pricing indicators, identifying products with low or negative gross margins. This approach fostered financial robustness and enabled timely pricing adjustments, enhancing profitability and reinforcing financial stability.

Founder   **June 2021 – Dec 2023**
QuantValue Investments (shares investment start-up company)

- Gathered data from RESTful APIs, processed it into metrics, and stored in SQL Database Storage.

- Designed and maintained complex SQL databases, including and proficient querying using SQL.

- Ensured data quality by addressing issues like missing values, outliers, and formatting discrepancies.

- Conducted statistical modeling, time-series analysis, and applied machine learning algorithms, including probability theory applications.

- Data manipulation and analysis working with Azure services, Visual Studio, GitHub, and implemented convolutional neural networks using TensorFlow for market return forecasting.

Co-Partner   **Mar 2020 – May 2023**
King Of The Arachnids

- Co-founded an eCommerce business specializing in live arachnids; Made 180k revenue in over 3 years responsible for designing and maintaining the eCommerce platform, using analytics to improve business outcomes.

- Designed and created the website layout and graphics using WordPress and custom HTML and CSS coding.

- Conducted data-driven market research to guide inventory procurement, marketing, and advertising strategies, and led efforts towards business model modification, a skill set relevant to both BI and Data Analyst roles.

- Decided to end the partnership, prioritising other opportunities and time investments.

TECHNICAL SKILLS

Programming Languages	Python, CSS & HTML, Java, SQL, MySQL, R, Spark, Dart, JavaScript, Next.js, C++,

Environments & Tools	GitHub, AWS RDS, AWS EC2, AWS S3, Google Cloud Platform, Google Cloud Run, Databricks, Azure SQL Server, Azure Data Factory, Docker, Firebase Firestore
Software	Microsoft: Word, Excel, PowerPoint, Teams, Outlook, Access, SharePoint, Power Automate, Power Bi Google Suite: Drive, Docs, Gmail, Sheets, Meet, Slides Atlassian: Jira, Trello
Business Intelligence	Tableau, Power BI, Google Data Studio, Looker, Google Analytics, Google Tag Manager, Machine Learning and Machine Learning

TRANSFERABLE SKILLS

Software Development Management & Teamwork	Experienced in guiding IT projects through full lifecycle using Agile/SCRUM methodology. Founded Wingmate (SAS mobile app) and enhanced Sherpa Outdoors' operations with automated data analytics reporting. Worked in Data/ Software engineering Teams at Ediom to innovate internal and Industry problems. Proficient in both outsourcing and personal project development. Demonstrated ability in leading teams, managing complex projects, and delivering innovative solutions across diverse domains.
Cross-Functional Communication & Stakeholder Engagement	Excelled in facilitating cross-functional communication and collaboration, engaging with various stakeholders. Leveraged interpersonal skills to effectively communicate complex data insights and influence evidence-based decision-making across different operational levels. Demonstrated proficiency in leading offshore teams, clearly outlining design specifications and facilitating system testing, ensuring alignment with stakeholder expectations and strategic business objectives.
Advanced Data Management & Analysis	Possess extensive experience in cloud-based data engineering and advanced analytics, with a strong focus on Databricks, Google Cloud Platform (GCP), and Amazon Web Services (AWS). Proficient in designing and implementing scalable ETL pipelines and data lakes using Python, Spark, and cloud-native tools. Demonstrated expertise in utilizing cloud compute resources for efficient and scalable data processing and storage across various cloud platforms. Applied machine learning techniques using Python's scientific stack, TensorFlow, and AWS platforms to develop and deploy predictive models.

REFERENCES

Available upon request