Anders Stadum

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Skills and Experience related to:

- Product management, process driven development, and digital media strategy.
- Agile, Scrum, Incremental, Iterative, and Waterfall.
- Software management tools including Jira, Slack, Trello, Basecamp, RedMine, Asana, and Microsoft Project.
- UX/Design Skills in wireframe design prototyping, customer interviews, behavioral requirements, and strategy.
- Eleven years' customer service; face-to-face and digital correspondence.
- Web development and OOP knowledge; PHP, mySQL, CSS, HTML, JavaScript, Python, C, C++, RoR, and Java.
- Misc. Skills: Usability testing, feature testing, requirements gathering, bug prioritization, process architecture and improvement.
- Highly proficient in Microsoft O365 products including Word, Excel, PowerPoint, Outlook, and Access.

Professional Experience:

LEVIATHAN SECURITY GROUP — Technical Project & Product Marketing Manager - *Seattle, WA May 2016 - Current*

Worked with top technology companies to execute security evaluations for software, hardware, and networking products.

Accomplishments:

- Successfully scoped, managed, and executed over two million dollars in security assessments.
- Conducted dozens of interviews with fortune 200 CIOs and CISOs to aid in feature triage and holistic product strategy.
- Designed next generation security evaluation templates for post assessment reporting still in use today.
- Architected numerous data studies around the susceptibility and prevalence of memory corruption vulnerabilities.
- Discovered niche industries for product adoption and developed, designed, and copy-wrote multiple product brochures.
- Acknowledged and rewarded multiple times for exemplary performance around product marketing and project management.
- Led all product development projects for all external customers and internal use.
- Set a baseline for security reporting with the largest web services company in the world.
- Collaborated and advised executive team on developing a venture capital pitch deck for Lotan (company product) including logo design, key value propositions, market segment and growth analysis, and design enhancements.
- Managed all professional services and product marketing activities including holistic strategy, website redesign project, and physical marketing material designs.

Misc. tool and development experience:

- Redmine, SquareSpace CRM, Salesforce, Adobe Illustrator/Photoshop

PALO ALTO SOFTWARE — Digital Strategist & Project Manager - *Eugene, OR March 2015 - May 2016*

Hired as a project manager to shepherd backlogged digital marketing tasks through agile/scrum development pipeline. Web development scrum master for 7 months.

Accomplishments:

- Design specification and visual requirements gathering for 5 - 10 major redesigns.
- Fully transitioned and implemented multiple enterprise-level classical analytic properties to universal analytics.
- Transformed web development process and workflow from Trello Kanban to a fully mature Jira instance.
- Quality assurance (visual, analytical, and through developer's console), bug logging/clarification and prioritization.
- Developed CRO testing strategy that centered around customer LTV verticals (Developed multivariate A/B tests.)
- Researched current design techniques to hone site user experience and flow.
- Perform technical, competitive, and data analysis using search analytics and tools listed below.

Advanced tool experience:

- Google Analytics (Content grouping, MC attribution, segments, regular expression search, and troubleshooting).
- Google Tag Manager (Events, transactions, ga.js to analytics.js enterprise transition, custom tags).
- Spreadsheets (Pivot tables, standard numerical analysis, and a plethora of keyboard shortcuts).
- Jira (initial setup, workflow design, web-hook integration, jeditor templates).
- Kissmetrics (Technical implementation of events, report building, standard analysis).
- Basecamp (Task management and organization).
- GitHub (desktop and console experience, code reviews, web-hook integration, version control workflow).
- SumoMe & Optinmoster (design and functionality via CSS & HTML).

Misc. tool experience:

- AdWords, HasOffers, Convert, Hubspot, SEMrush, WordPress, Confluence, Asana, Slack, and Google Web Master Tools.

UO INFORMATION SERVICES — Assistant Project Manager Intern - *Eugene, OR February 2015 - August 2015*

Led a committee responsible for determining processes for project identification and inception, software tools to facilitate that process, define resource allocation methodologies, and generate formal project documentation. Further, the project management committee aided in defining baseline project nomenclature and the inception of a junior project management learning program.

Extracurriculars:

PERSONIFY MOBILE APP — Founder - *November 2015 – May 2017*

Worked with an app developer to create an Android app that allows users to send a bundle of personalized text messages without group chat. Duties included market research, use-case development, UX design, customer interviews, unit test design, manual testing, efficiency optimizations, and legal research. The application was launched in Beta on the Android store in January 2017.

UNIVERSITY OF OREGON SECURITY CLUB — Operations Director - *Eugene, OR Fall 2013 – Spring 2015*

Oversaw the coordination and communication between club leadership, faculty sponsors, and industry professionals. Topics in UOSec include reverse engineering, ELF binary exploitation, network penetration testing, x86 assembly analysis, and web application exploitation.

Education:

UNIVERSITY OF OREGON — Bachelors of Computer Science - *Eugene, OR Fall 2011 – Spring 2015*

Specializations in information security and process driven software development.