

# Anders Stadum

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## Skills and Experience related to:

- Project management, product life cycle, and information security.
- Methodologies: Agile development, Scrum, Incremental, Iterative, and Waterfall.
- Software management tools including Jira, Slack, Trello, Basecamp, Asana, and Microsoft Project.
- UX Skills: wireframe design prototyping, interviewing, behavioral requirements, and strategy.
- Nine years customer service; face-to-face and digital correspondence.
- Extensive web development and OOP knowledge; PHP, MySQL, CSS, HTML, JS, Python, C, C++, and Java.
- Misc Skills: Usability testing, feature testing, requirements gathering, bug prioritization, process architecture and improvement.

## Professional Experience:

### PALO ALTO SOFTWARE - *Project Manager & Marketing Strategist - March 2015 - Current*

*Initially hired as a project manager to shepherd backlogged digital marketing tasks through the development pipeline. My past / current duties include:*

- Small web development team scrum master for 7 months.
- Design specification and visual requirements gathering for 5 - 10 major redesigns.
- Fully transitioned multiple classical analytic properties to universal analytics and universal rollup without outside consultation.
- Transformed our web development process and workflow into what it is today. From Trello -> Jira.
- Quality assurance (visual, analytical, and through developers console), bug logging / clarification, and bug prioritization.
- Developed CRO testing strategy focused around customer LTV verticals. (Multivariate, implementation, and documentation.)
- Integrated organic marketing closely with paid search, social, and all elements of web design.
- Research current design techniques with numerous creative type to hone site user experience and flow.
- Perform technical, competitive, and data analysis using search analytics and some of the tools listed below.

*Advanced Tool Experience:*

- Google Analytics (Content grouping, attribution analysis, segments, regular expressions via advanced search, and troubleshooting)
- Google Tag Manager (Events, transactions, universal analytics, custom scripts)
- Spreadsheets (Pivot tables, standard numerical analysis, and a plethora of keyboard shortcuts)
- Jira (initial setup, workflow design, webhooks, jeditor templates, etc.)
- Kissmetrics (Development implementation of events, report building, standard analysis)
- Basecamp (Task management and organization - I don't particularly love this tool, but it's what we're using)
- Github (desktop and console experience, code reviews, webhooks, etc.)
- SumoMe & Optimonster (design and functionality via CSS & HTML)

*Has experience with:*

Adwords, HasOffers, Convert, Affinity Photo / Designer, Hubspot, SEMRush, Wordpress, Confluence, Asana, Slack

### UO INFORMATION SERVICES - *Assistant Project Manager Intern - Spring 2015 - Summer 2015*

Duties included participating in a committee that was responsible for determining the proper tools and uses for assigning tasks, resource allocation, defining project scopes, and generating formal project management documentation. In addition to working with committee, I assisted in managing a project to complete an implementation of a campus data center. This comprised of communicating with project stakeholders, gathering information for resource estimation, and translating technical jargon into a high level of understanding for university leadership.

### PERSONYFI - Mobile Application: *Product / Project Manager - November 2015 - Current*

Two man mobile application project. Lucas is handling the development side of things whereas I created the concept, design, user research, and product roadmap. Scheduled release for spring 2016. Go to Personyfi.org if you want to learn more.

### LIVEIN - Mobile Application: *Product / Project Manager - January 2015 - October 2015*

In addition to my duties as a project manager, I assumed the role as a product manager where I contributed to the overall design and feature set of the application. LiveIn is a mobile application that turns completing household chores into a game. By using picture accountability for individual chores, users can see tangible evidence of chores getting completed. The app includes a few key features such as a newsfeed, before and after pictures for chores, and scoring system that encourages roommates to be more productive.

## Extracurriculars:

### UNIVERSITY OF OREGON SECURITY CLUB - *Operations Director / Participant - 2013 - 2015*

As the operations director of UOSec, I 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 - *Eugene, OR - Bachelors of Science, Computer Science - 2011 - 2015*

With specializations in information security and software development, my technical ability and extroverted communication skills provides for a deadly combination in bridging the gap between development, marketing, and business development.