TROY HALVERSON

troy@troyhalverson.com   347-338-8769

SUMMARY

- Software development project manager, most recently in digital marketing implementing customer loyalty and mobile initiatives; prior experience as an Acct. Mgr. in Coca-Cola Global Marketing

- PMI certified PMP (2004-2008)

- 20 years experience designing, developing, and managing I.T. systems, for Marketing, Finance, HR, Point-of-Sale, Entertainment, and Architectural Engineering

- Degrees in Computer Science, Electrical Engineering, and Technology & Science Policy

SKILLS

- Product and Account Mgmt (portfolio, marketing agency, and internal customers)

- Project & Program Management (PMP, Agile, RUP, RAD, Waterfall, PMBOK)

- Managing distributed matrix teams with on- and off-shore resources & sunset

- Web site design, development, and integration

- Customer Loyalty & CRM initiatives

- Portfolio management, from initial requirements to migration & sunset

- Application Development: User experience, user interfaces (wire frames), workflow design, feature-function tradeoff, review, QA, and rollout

- Deep technical knowledge: Microsoft technology stack: Office, Project, Sharepoint, Visio, .Net, Javascript, PHP, CSS, HTML, SQL, OOP

- Short Film & Commercial Production

EXPERIENCE

Senior Project Manager (2013-2014)

Brown Bag Marketing *Atlanta*

Digital marketing senior project manager working on customer loyalty programs for animal pharmaceutical brands, mobile and desktop. Coordinated teams through software development life-cycle; helped define and manage project roadmaps, scope, goals, deliverables, resources, estimates, risks, milestones, test and deployment plans. (MS Office Pro, Workamajig, Assembla, Agile; Microsoft stack)

Technical Project Manager (2011-2012)

Definition 6 *Atlanta*

Marketing agency account director and PMO member, coordinating creative and technical development and support of business systems and integrated marketing initiatives; managed software development life-cycle for multiple integrated digital systems for client accounts including: custom business systems, web site enhancements, program landing pages & PPC ads, and related reporting and monitoring systems. Managed budget for a 14-person team of marketing, creative, programmers, and engineers. Created schedules, project plans, and estimates; communicated status, performance metrics, and release notices (MS Office Pro, Agile, Exact Target, Google Analytics)

Provided architectural and technical guidance to software developers, in-house and off-shore, to ensure sound software design process; created functional and technical requirements, and wire frames. Created and executed test plans (Balsamiq, Visio, Umbraco CMS, Microsoft .Net C#, SQLServer Mgmt. Studio, HTML, CSS, FogBugz)

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General Manager (2008-2011)

Relapse LLC *Atlanta*

Booking and marketing manager for a comedy club and performing arts theater. Implemented processes and tools for booking, scheduling, and business development of a performance art theatre and comedy club; built web presence with online booking calendars, cross-promotions and advertising. Installed and configured Point-of-Sale system for ticketing, bar sales, and customer loyalty promotions. Set up social network sites to cultivate fans and touring performers (PHP, Wordpress, Gatemaster Point of Sale)

Software Development Project Manager (2006-2008)

Autodesk, *Atlanta & Shanghai*

Managed full software development lifecycle (SDLC) for commercial CAD application products: requirements, specification, design, development, and release (5 product releases in 30 months); Performed as QA Lead, Technical Lead, Product Designer and/or Product Manager as needed

- Administered project plans tracking multiple features teams in 3 countries, for a $2MM budget, with up to 145 total resources (MS Project Server)

- Managed technical resources in US and China: Designers, Developers, QA, and Team Leads (Visual Studio, .NET, C#, OOP, Clarify for issue tracking)

- Project planning, control, and communication: Created and managed budgets, schedules, risk mitigation, staffing & work plans (MS Office, Sharepoint, RUP)

- Led product requirement & designs reviews, acceptance test planning, and change management

Project Manager (2005)

The Home Depot *Atlanta Headquarters*

Contract project manager for customer VIP program, tying point-of-sale, data warehouse, and CRM data mining systems with a consumer-facing web site; Coordinated development of a third-party team (for C2B solution) with internal teams for ETL, DBA, and executive reporting systems.

PMO Project Manager (2005)

TSYS Loyalty *Alpharetta*

Contract member of Program Management Organization (PMO) implementation team (Accenture methodology) and IT project manager for B2C credit card banking web sites

Prior experience includes 17 years with The Coca-Cola Company.

See www.linkedin.com/in/troyhalverson or www.troyhalverson.com for details.