

Andrew James Tatum

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Who am I?

I love technology, people, and neuroscience. I've worn many hats over the past 13 years, including web/mobile development, project management and marketing. My passion is delivering on expectations, by ensuring that all players (clients and customers) get what they want. And don't worry, I'm fluent in English and Geek, so your deadlines won't ever be lost in "tech" translation. My personal theme is Hakuna Matata.

Qualifications

Intellectually Curious — Able to easily gain new skills, ask the right questions, and apply knowledge to work efficiently and effectively

Technologically savvy — Proficient in Visual Studio 2010 (.NET/C#), SQL Server 2010, .NET Ajax Control Toolkit, HTML, CSS, Adobe Photoshop & Acrobat, Salesforce, Microsoft Dynamics CRM, Subversion, and VersionOne

Experience

Aaron Rents, Inc. — IT Contractor (03/09 to Present)

- ◇ Recognized that regional managers spent too much time gathering key performance indicators for each of their stores, thus I developed a web/mobile dashboard allowing them to perform more efficiently
- ◇ Improved call center efficiency by allowing regional managers to approve tickets via smartphone
- ◇ Encouraged associates to become more active by developing Aaron's Health Challenge; currently has over 2,100 associates and 59,300 activities logged

Academy Medical — IT Contractor (11/10 to 03/11)

- ◇ Established back-office web application to create & manage cases, invoices and products
- ◇ Redesigned homepage to effectively communicate to their customers and provide additional information to hospitals and surgeons

Direct Mobile Partners — Mobile IT Consultant (10/10 to 12/10)

- ◇ Launched campaigns for major retailers ensuring that the overall project met deadlines and met and exceeded the Mobile Marketing Association's Guidelines
- ◇ Evaluated messaging platforms and made recommendations for major retailers seeking to start a mobile marketing campaign

Mobile Campus — Director of Technology (09/05 to 10/08)

- ◇ Coordinated with 15 universities to integrate Mobile Campus into their existing platform and schedule alerts, which could deliver ~60k messages in less than 20 minutes
- ◇ Tasked with driving interaction (with service and profiles), developed weather and traffic alerts to improve frequency, and in turn saw churn drop substantially
- ◇ Increased sales team productivity by implementing Salesforce and training them how to best utilize it

FinHeaven.com — Founder (04/96 to 02/06)

- ◇ Developed into the largest Miami Dolphins web community
- ◇ Awarded "2005 Webbie" by the Miami Dolphins for Most Informative Site and Best Special Features

Education

University of Florida

- ◇ Maintained a 3.26 GPA

Hillsborough Community College

- ◇ Graduated with an AA in Business Administration with a 3.58 GPA in 2004
- ◇ Vice President of Communications for Phi Theta Kappa & Vice President of Student Government