

# JARROD ATKINSON



## SKILLS

Website/Social Media Content  
Press Release Author  
Contract writing  
Project management (w/ Jira and Slack)  
Pitchdeck design & creation  
Promotional marketing design  
Market research  
Public oration (diverse audiences)

Analysis Software Knowledge: Excel,  
EViews, STATA, & SAS

Tech Software Knowledge: Xcode, CSS,  
Objective C, MySQL, PHP, Wordpress,  
Photoshop, & Sketch

## ATTRIBUTES

Connector  
Lead Generator  
Creative yet Logical  
Reliable and Professional  
Well-executed  
Adaptable  
Constantly Learning  
Optimistic  
Team Player and Builder  
Leader who Listens First  
Highest Standards  
Motivated  
Goal Driven  
Dog Trainer, Owner, and Lover  
Best Uncle (ever)

## CONTACT

469-360-5358

dallasjarrod@gmail.com

2112 Boll Street  
Dallas TX 75204

## SOCIAL



/jarrod-atkinson



fb.me/dallasjarrod



@dallasjarrod

## ABOUT

I am a proven empathetic communicator and persuader, determined to enjoy further success for myself and those I serve. As a compelling public speaker and mass digital communicator molded by perspectives attained as an economist and political activist, I thoroughly enjoy introducing audiences to new and innovative products, services, concepts, and principles.

## EXPERIENCE

**Business Development Consultant** 2017–Present  
Independent

- Connect stakeholders and decision makers with other businesses and individuals who can add value.
- Provide a third-party, objective perspective on business problems and offer creative solutions.
- Create pitch decks and other investor materials for a variety of businesses, including medicinal cannabis products, personal assistant services, and a mobile application.

**Business Development Consultant/Investor** August-October 2017  
RideAlong Media, Dallas, TX

- Determined the correlation between a RideAlong-enabled device and car and driver ratings, as well as frequency and amount of financial tips.
- Generated applications for Ride Along tablets from twice as many drivers in one month as there were tablets in vehicles accumulated over the course of two years.
- Developed the social media ad campaign targeting both drivers and riders interested in enhancing their ride-share experience, including humorously admonishing drivers to refrain from flirting with passengers.

**Founder** 2016-2017  
WithContxt, LLC, Dallas, TX

- Innovated a creative, cost-effective solution for increasing awareness and maximizing attendance at local events and fundraisers.
- Managed the outsourced development of an enterprise-level iOS application written in Objective C and MySQL.
- Contracting with three development teams, gaining extensive experience using Jira to collaborate and oversee the workflow of developers, project managers, system architects, and remote partners.
- Established strong and lasting relationships within the Dallas Startup Community, especially within the Dallas Entrepreneur Center, where I advised numerous Startups on brand awareness, product-market fit, and messaging.

**Owner/Operator** 2013-2017  
Liberty Oak Farms, LLC, Flower Mound, TX

- For this 18-stall professional horse training and boarding facility, I maintained and managed the land, fixed assets, website, social media, advertising, customer service, and bookkeeping.
- Currently overseeing the impending profitable sale of the underlying real estate, which is currently leased.

# JARROD ATKINSON



## ENGAGEMENT

Republican National Convention,  
Delegate Representing Texas  
Congressional  
District 30

Dallas County Republican Party,  
Community Engagement Committee  
Chair

Stop the Curfew,  
Board Member

Heart House,  
Volunteer Youth Mentor

The Tom Joyner Foundation,  
Scholarship Coordinator

H-SC Rugby Football Club,  
Captain, Coach, and Treasurer

## EDUCATION

Hampden-Sydney College Hampden-  
Sydney, VA  
Bachelor of Arts in Economics

Southern Methodist University, Cox  
School of Business, Dallas, TX  
Starting a Business - Certificate

Series 7 and Series 66 (lapsed)

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## EXPERIENCE, CONT.

**Political Consultant** 2007-2017  
Independent

- Trusted with earning the vote and active support of voters in Texas and New Mexico in person and over the phone.
- Utilized cutting-edge database and mapping software in order to target voters for maximum efficacy.
- Accountable for coordinating fundraising for candidates, elected officials, and one Federal and three State Political Action Committees (PACs).
- Wrote, designed, and ensured the timely delivery of political marketing pieces.
- Created and curated numerous Facebook Pages and Groups, testing marketing and engagement.
- Acted as liaison between voters and candidates, and has worked as the representative of candidates, elected officials, and political organizations.
- Served on a Gubernatorial candidate's Economic Policy Committee, developing a plan to eliminate property taxes.
- Trained hundreds of grassroots supporters and many candidates to effectively convey their message.

**Financial Advisor** 2011-2012  
Titan Securities, Dallas, TX

- Responsible for lead generation and sales of alternative investments to small and medium-sized investors.
- Held the Series 7 and Series 66 Licenses (now expired).

**Proprietor** 2009-2010  
Ag Trading Post, Farmers Branch, TX

- Jointly developed and opened a general store that utilized a silver barter currency to conduct transactions.
- Managed promotion, product development and sourcing, and marketing for the store that depended greatly upon word-of-mouth and viral networking.

**Chief Economist** 2006-2009  
Atkinson & Gray Consulting Firm, LLC, Dallas, TX

- Using advanced and innovative econometric models, developed sales forecasts for businesses and individual retail locations.
- Constructed an economic impact analysis for a mayoral candidate's plan to reduce crime.
- Created accurate long-term financial forecasts for cities' budget forecasts.
- Analyzed the financial performance of public and private corporations for a proposed multi-million dollar acquisition in the medical billing industry.
- Published "The Mystery of Sales Tax Revenue Solved" in June '06 GFOAT Newsletter, drawing from actual forecasts of Plano, Addison, and Mesquite Sales Tax Revenue.

**Managing Director** 2007-2013  
DD&JA Investment Group, LLC, Dallas, TX

- Oversaw the purchase, management, and disposition of investment real estate.
- Coordinated with all involved parties to ensure a profitable outcome.

**Residential Real Estate Appraiser Trainee** 2004  
McGregor-Echols Group (now Echols Appraisal Group), Dallas, TX

- Analyzed properties utilizing the sales comparison, income, and cost approaches within a strict structure to assign value with an accurate report to ensure acceptance throughout the underwriting process.