

JARROD ATKINSON



SKILLS

Product Development
Project Management (w/ Jira, Accelo, Asana, 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

Dallas TX 75287

SOCIAL



/jarrod-atkinson



fb.me/dallasjarrod

ABOUT

I am a proven empathetic communicator and listener, 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

Product Developer and Management Consultant 2017–Present
Independent

- I work with the Founders of Startups to further develop their ideas, understand the wants and desires of the end user, position themselves in a crowded market, see the forest for the trees, and FOCUS.
- 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 personal assistant services (Rivvly), and a soon-to-be-released mobile application.
- For Rivvly, Inc:
 - Worked extensively with the Founder and other leadership to overhaul digital marketing and sales strategy to effectively target multiple subsets of potential customers.
 - Co-created a new Executive Summary and Pitch Deck.
 - Identified and engaged with potential investors.

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

- I 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

- I 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.
- Managed the profitable sale of the underlying real estate.

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

The University of Texas at Dallas
Jindal School of Management
Master of Science in Innovation and
Entrepreneurship Candidate

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

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

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EXPERIENCE, CONT.

Political Consultant and Campaign Manager
Independent

2007-2017

- I was entrusted 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
Titan Securities, Dallas, TX

2011-2012

- I generated leads and sold alternative investments to small and medium-sized investors.
- Held the Series 7 and Series 66 Licenses (now expired).

Proprietor
Ag Trading Post, Farmers Branch, TX

2009-2010

- 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
Atkinson & Gray Consulting Firm, LLC, Dallas, TX

2006-2009

- 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
DD&JA Investment Group, LLC, Dallas, TX

2007-2013

- Purchased, managed, and disposed of investment real estate.

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

2004

- 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.