

JARROD ATKINSON



SKILLS

Product Development
Project Management (w/ Jira, Miro, Accelo, Asana, and Slack)
Pitchdeck design & creation
Market research
Certified Scrum Master
Forecasting with OLS and Logit Models
Design w/ Sketch and Photoshop

Data Analysis Software Knowledge:
Excel, EViews, R, Gretl, STATA, & SAS

ATTRIBUTES

Connector
Creative yet Logical
Adaptable
Constantly Learning
Optimistic
Team Builder
Leader who Listens First
Motivated

EDUCATION



Master of Science in Innovation and Entrepreneurship
The University of Texas at Dallas

Bachelor of Arts in Economics
Hampden-Sydney College

CONTACT

469-360-5358
jarrod.atkinson@innovativegoods.co
Dallas, TX 75230

SOCIAL

 /jarrod-atkinson
 fb.me/dallasjarrod

ABOUT

Proven empathetic communicator and listener determined to succeed. Product and strategy developer. Innovative econometrician. Leader of diverse geographically distributed teams. Winner.

EXPERIENCE

PRODUCT AND MANAGEMENT CONSULTANT - DALLAS, TX

AUGUST 2017–PRESENT

- Develop ideas, understand the end user, and determine product-market fit.
- Pivoted an App Startup to provide data and analytics for retail locations.

DEVELOPMENT - RideAlong Media, DALLAS, TX

AUGUST – OCTOBER 2016

- I determined the correlation between a RideAlong-enabled device and car and driver ratings, as well as frequency and amount of financial tips.
- Doubled App adoption in one month.

CHIEF OF PRODUCT - WithContxt, LLC, DALLAS, TX

JANUARY 2016 – AUGUST 2017

- I innovated a creative, cost-effective solution for maximizing attendance at events.
- Managed domestic and offshored Objective C and MySQL development, while using Jira to collaborate with Scrum Team.
- Published to the App Store (iOS).

OWNER/OPERATOR - Liberty Oak Farms, FLOWER MOUND, TX

JANUARY 2013 – MAY 2018

- Reached break-even revenue within 6 months of operation.
- Sold the underlying real estate for a 90% gain.

FINANCIAL ADVISOR - InvestingMakesMeSick, DALLAS, TX

JANUARY 2011 – AUGUST 2012

- I advised investors regarding Reg D real estate investments.

CERTIFICATIONS



Certified ScrumMaster - Scrum Alliance
AUGUST 2021–AUGUST 2023



Google Ads Display Certification - Google
Google Ads Search Certification - Google
Shopping ads Certification - Google



Data Visualization for Data Analysis and Analytics - LinkedIn
Excel: Economic Analysis and Data Analytics - LinkedIn
Learning Excel: Data Analysis - LinkedIn

See  for much more: /jarrod-atkinson