

Jarrold Tafoya

Growth Strategy & Execution - I find what's limiting growth and build the fix.

Atlanta, GA, United States | [LinkedIn](#)

I work on growth problems where the answer isn't obvious.

I find what's limiting progress, figure out what we need to learn, design the strategy or experiment that can answer it, and build the solution.

Once something becomes understood and repeatable, I look for ways to turn it into a system so time moves away from repeating solved work and toward the next experiment, opportunity, or constraint.

That has led me into very different kinds of work because the tool follows the problem: positioning and language, audience and targeting, paid growth, digital experiences, analytics, lifecycle systems, software, and automation.

Recently, I used controlled Instagram Trial Reel experiments to isolate the effect of headline treatments on identical underlying videos. Winning approaches moved distribution from roughly 50% of follower count to consistently reaching 2–4x follower count. I then used that first-party performance data to build an automated decision workflow that takes a new transcript, identifies the audience, generates headline and caption candidates, evaluates them against what the experiments taught me, and returns the strongest options.

The same approach shows up across my work: digital infrastructure for Arrested Development; two years of growth work taking a practice from ~250 to 5,200 Instagram followers; websites and platforms built from strategy through deployment; competitive work won with the City of Atlanta, the ACC, professional sports, NBA and American Express; and bespoke software built around real operating problems.

I don't have much attachment to a particular tool or channel. I'm interested in finding what is preventing progress, learning what changes it, and making that answer useful at scale.

EXPERIENCE

Independent Growth Strategist

Aug 2023 — Present

Unknown

Atlanta, GA

I work across strategy and execution to find what is limiting growth, determine what needs to change, and build the solution. The work varies by problem from positioning and creative to acquisition, digital products, analytics, automation, and bespoke software.

- Built the digital growth infrastructure for Arrested Development across web, analytics, consent, CRM/email, fan engagement, automation, authentication, and e-commerce turning disconnected digital touchpoints into an observable, increasingly automated system for audience acquisition and engagement.
- Used controlled Instagram Trial Reel experiments to isolate headline treatment as a variable, identifying approaches that moved distribution from roughly 50% of follower count to consistently reaching 2–4x follower count. Turned those findings into an automated workflow that identifies audiences, generates headline and caption candidates, evaluates them against first-party performance data, and returns the strongest recommendations.
- Led a two-year growth engagement for Alternative Health Atlanta, growing its Instagram audience from ~250 to 5,200 while supporting sustained practice growth through paid acquisition, creative testing, landing pages, funnel optimization, and ongoing experimentation.
- Shipped 16 websites and digital platforms from strategy and architecture through UX, development, analytics, SEO, and deployment, alongside bespoke software and automation built around specific operating problems.
- Won and delivered competitive strategy and digital work including consecutive City of Atlanta State of Tech engagements, an ACC digital build, professional sports marketing work, and commercial creative for NBA + American Express.

Selected work: [jarrod.work](#)

Artist Manager & Brand Director — Iman Europe

Feb 2023 — Nov 2024

Iman Europe

Owned the commercial, growth, and brand operation for a touring singer/songwriter, connecting audience growth with digital distribution, owned channels, partnerships, merchandise, and live activity.

- Grew monthly Spotify listeners from ~25K to a peak of ~90K.
- Grew Instagram audience from 25K to 50K+.
- Grew the owned email audience from <1K to 4K+.
- Led digital distribution, publishing administration, playlisting, social strategy, and creative direction.
- Managed the artist's website, merchandise operation, fulfillment, and email program, connecting audience growth to owned commercial infrastructure.
- Built a pipeline of brand and partnership opportunities and negotiated contracts across releases, campaigns, partnerships, and live activity.

Director of Growth & Marketing

Dec 2021 — Jul 2023

Huddln

Joined a venture-backed Web3 social platform as an early team member, taking ownership of growth and marketing across a five-person team.

- Grew the active user base ~12x, from roughly 5K to 60K+.
- Owned creator acquisition and onboarding, working directly with hundreds of artists and musicians on launches, promotion, and platform adoption.

- Built acquisition and engagement across the full user lifecycle, connecting onboarding, community, content, partnerships, and brand.
- Developed the community growth engine across digital meetups, podcasts, IRL events and concerts, speaking engagements, and brand partnerships.
- Built partnerships and business-development opportunities to expand distribution, awareness, and platform participation.
- Served as the company's only team member dedicated to growth, marketing, brand, community, partnerships, and business development.

Senior Analyst - Options & Futures

Dec 2013 — Feb 2022

NYSE

Real-time market analyst responsible for maintaining fair-value pricing across options and futures markets.

- Made time-sensitive, data-driven decisions in live markets where seconds and basis points carried real financial consequences.
- Analyzed pricing, market behavior, and anomalies across complex financial instruments while maintaining accuracy under continuous pressure.
- Evaluated competing signals and incomplete information to identify pricing discrepancies and determine appropriate action.
- Worked across a high-stakes stakeholder environment requiring rapid judgment, clear communication, and consistent execution.

EDUCATION

Kennesaw State University - Michael J. Coles College of Business

Jan 2015 — Jan 2016

Master of Business Administration (M.B.A.)

Social Media Marketing

Georgia State University - J. Mack Robinson College of Business

Jan 2006 — Jan 2010

BBA in Finance (2009), Marketing (2010)

SKILLS

Options · Financial Markets · Derivatives · Quantitative Analysis (Finance) · Risk Management · Business Development · Digital Distribution · Brand Management · Music Marketing · Partnership Development · Artist Management · Design Direction · Advertising · Growth Marketing · Digital Strategy · Marketing Automation · Go-to-Market Strategy · Growth Strategies · Performance Marketing · Marketing Analytics · Presentation Design · Video Production · Webflow · Storytelling · Marketing Strategy · Director's Treatments · Creative Direction · Pitch Decks · Brand Strategy · Creative Strategy · Web Design · Content Strategy · User Behavior · Paid Media Advertising · Copywriting · Social Media Marketing