

# Dave Atkins

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## PROBLEM-SOLVING WRITER AND TECHNOLOGIST

Identifies what an organization needs to succeed, articulates a progressive solution, advocates passionately for what needs to be done, and leads by example to make it happen.

### EXPERTISE

- Writing with clarity about complex topics to motivate action
- Adopting and implementing emerging technologies
- Executing practically on strategy
- Social Media, Blogging and Content Management Systems
- Web Analytics
- Web Server Operations
- Start up Tech Culture
- Government/Community
- Tech Team Management

### PROFESSIONAL EXPERIENCE

**DAVE WRITES**, Westwood, MA – <http://davewrites.com> 2008 to present  
*Outsourced content development resource to organizations focused on technology and community*  
**Content Developer**

- Developed and executed social media marketing strategy (blog/Twitter) for software company. Integrated with Salesforce.com, analytics, and internal knowledge management.
- Developed content strategy for state agency to report spending of Federal stimulus funds. Assembled team of content experts, drafted blogging and Twitter workflows; published weekly newsletter, and researched/evaluated technologies to produce interactive spending map
- Planned, built and manage “placeblog” of news/opinion stories in Westwood (MA). Based on Drupal platform, <http://westwoodblog.org> averages 2000 visitors per month in town of ~ 15,000 residents
- Used blog conversations and crowd sourcing tools to promote creation of Westwood Pedestrian and Bicycle Safety Committee. Used interactive maps and presentation to advocate and win grant funding.
- Launched blogs, websites and training material sites for individual clients.

**SPIRE**, Boston, MA – <http://spire.com> 2006 to 2008  
*Media company publishing a luxury lifestyle resource of reviews and recommendations*  
**Technical Operations Manager**

Planned and developed the technology behind the company’s publishing platform by using virtual servers to create an adaptable, cost-effective infrastructure.

- Led adoption of an internal wiki to help technical and non-technical teams work together more efficiently and to serve as a knowledge management system to improve productivity
- Integrated WordPress with the Liferay Portal publishing platform to create a customized structured content management system. Championed adoption by remote international editorial team
- Initiated company’s social media strategy by collaborating with Community Manager to create blog, Facebook, and Twitter strategies; performed analytics and communicated progress via weekly reports

**QUITNET**, Boston, MA – <http://quitnet.com> 2002 to 2006  
*Web-based smoking cessation support community*  
**Engineering Manager**

- Tracked key community engagement metrics, using web analytics to guide product development and test incremental changes. Developed custom reporting metrics for daily email updates.
- Researched and recommended privacy and confidentiality policies; drafted legal and technical components of responses to RFPs and grant applications.

- Supervised programmer and network engineer to ensure the rapidly growing service was scalable and portable to a virtual hosting environment.

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**CONSUMERREVIEW**, Foster City, CA – <http://consumerreview.com> 2000 to 2002

*Source of user-generated buying advice from consumer communities*

**Product Manager, Director of Engineering**

Led development of consolidated portal for enthusiast community websites.

- Managed engineering team to deliver a stable publishing platform during a time of rapid downsizing and multiple changes in company ownership.
- Brought together content managers and business stakeholders to ensure the business requirements of the evolving product were met.
- Mentored and facilitated a restructured team of web engineers and engineering consultants to ensure application was delivered on time.

**REALCOMMUNITIES, Inc.**, Cupertino, CA 1999 to 2000

Software company developing portal/community web application

**Manager, Operations**

- Liaised between product and engineering teams to translate requirements into testable specifications
- Managed implementation with first customers
- Managed testing, build, deployment and internal IT operations

**DECISIVE TECHNOLOGY CORPORATION**, Mountain View, CA 1997 to 1999

*Internet survey and market research company specializing customer and employee satisfaction*

**Director, Online Services**

- Collaborated with research director, sales and a tech team to design online surveys and develop customized reporting dashboards for executives and market research professionals
- Managed enterprise customer engagements.
- Prepared demos, training, and responded to support questions.

**SMART VALLEY, Inc.**, Santa Clara, CA 1995 to 1997

*Provided information services to benefit community-education, healthcare, government, business and home*

**Online Projects Director**

- Partnered with League of Women Voters to create SmartVoter.org, its first online voter/ballot information system (still in use in 2010).
- Developed a volunteer database and web application to coordinate SmartSchools NetDay.
- Collaborated with City of Sunnyvale to develop Youth@Work website.

**UNITED STATES SENATE COMMITTEE ON VETERANS AFFAIRS**, Washington, DC 1994 to 1995

**Editorial Director**

- Introduced and optimized desktop publishing of all committee documents.

## EDUCATION

**MASSACHUSETTS INSTITUTE OF TECHNOLOGY**, Cambridge, MA

Bachelor of Science in Management Science and Political Science (dual major), 1990

**SEATTLE UNIVERSITY SCHOOL OF LAW**, Seattle, WA

Juris Doctor, *cum laude*, 1993