

LEO FINKLEY JR.

Social Media & Marketing Specialist - Growth thru Innovation, Efficiency & Sustainability

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SUMMARY

As an ENTJ, I excel in fostering change and identifying areas for opportunities. My expertise lies in promptly spotting inefficiencies and formulating creative solutions.

My leadership style is characterized by a blend of assertive decisiveness and warm approachability, and my decisions are grounded in logic. I am drawn to broad, strategic concepts over granular details, and I value structured planning in my professional endeavors. I am energized by social interactions and people that know me best would say that I am always smiling or happy, a testament of my positive, can-do attitude!

EXPERIENCE

Graphic Designer

VIPXDesigns, LLC. 📅 10/2021 - Present 🌐 Atlanta, GA

As the founder of this LLC, high-quality content and marketing services are offered to emerging and small local businesses, ensuring competitive rates and customer satisfaction.

- Successfully served more than 50 clients since 2021, achieving 83.33% retention rate.
- Devised marketing plans using digital strategies, print advertising, and word of mouth tactics.
- Created content and promotional materials to drive engagement and conversions.
- Fostered niche online community of aspiring influencers and creators with TikTok and WordPress.
- Developed and optimized OBS livestream setups for educational branding content.
- Deployed well-coordinated campaigns, events and public relations strategies to promote brand.
- Developed and implemented successful marketing strategies to increase brand visibility and sales performance.

Head of Marketing

Bird Staffing 📅 08/2022 - 07/2023 🌐 McDonough, GA

Employment & recruitment agency leveraging innovative technology, adding a personal touch to staffing solutions.

- Developed systems and procedures to improve operational quality and team efficiency.
- Launched successful digital marketing campaigns that achieved goals in increasing website traffic and click-thru rates by 47%.
- Designed, implemented and monitored web pages, plugins and functionality for continuous improvement using Divi Theme.
- Optimized company's website and main corporate blog to boost SEO traffic to sites.
- Planned website development, converting mockups into usable web presence with HTML, JavaScript, AJAX, and JSON coding.
- Designed and implemented social media strategies with value-filled, trending content on TikTok, Instagram, and Facebook.

EDUCATION

Business Administration - Marketing Major

Georgia State University: Robinson College of Business

📅 08/2016 - 05/2020 🌐 Atlanta, GA

SKILLS

Adobe Creative Suite Microsoft Office

Google Analytics HTML/CSS/JavaScript

WordPress

KEY IMPACTS

Social Media Engagement Growth

Consistently increased online engagement and visibility by 35% weekly through targeted, valuable content across platforms like Instagram, Facebook, LinkedIn, and Google Analytics.

Brand Development & Expansion

Enhanced brand identity through the application of style guides, logo refinement, and core value promotion, resulting in increased website visits and social media profile interactions.

Outreach Enhancements

Utilized expertise in HTML and digital design to spearhead email campaigns and newsletters, boosting recruitment figures.

Streamlined Business Operations

Employed scripting and Excel abilities to automate hiring workflows and job postings on social media and company website, enhancing productivity and reducing operational costs.

EXPERIENCE

Social Media Manager

StudentBridge

08/2020 - 01/2021 Atlanta, GA

Provider of 'Personalized Engagement Platforms' and student recruitment solutions.

- Developed and managed content calendars for each platform to establish timely and relevant posts.
- Analyzed marketing plan and social media strategies to identify strategic weaknesses and make recommendations for improvements.
- Analyzed and reported social media and online marketing campaign results.
- Collaborated with team members to develop creative campaigns for social media platforms.

Special Events Coordinator

Georgia State University SAA

01/2020 - 05/2020 Atlanta, GA

The Student Alumni Association assists in fundraising efforts, creating scholarships for students in need.

- Organized and implemented student events with more than 150 guests.
- Managed administrative logistics of events planning, event booking, and event promotions.
- Worked with supervisors to select and order refreshments, decor and event materials.
- Oversaw preparation and management of event budgets to deliver at or below projected costs, leading to a 20% increase in attendance over similar events in the previous year.

Creative Director

ENT Institute

09/2018 - 05/2019 Alpharetta, GA

Otolaryngology & Medical Aesthetics

- Designed and implemented cost-effective creative strategies to improve ROI by 25%.
- Designed an Amazon Alexa Skill for patients' convenience, enabling inquiry submissions and appointment scheduling seamlessly.
- Conducted research and identified market trends to inform creative direction.
- Developed artistic visual content while working within defined technical constraints.
- Collaborated with marketing and advertising teams to maintain brand consistency across campaigns.

Marketing Director

Spotlight Programs Board

08/2018 - 05/2019 Atlanta, GA

Student-focused department coordinating activities to enhance and enrich the quality of student life at Georgia State University.

- Directed 20 marketing committee members and performed performance evaluations.
- Planned and executed 10+ events and marketing programs to increase qualified leads throughout semester.
- Launched successful digital marketing campaigns that achieved goals for increased website traffic.
- Analyzed and reported on KPIs to validate and demonstrate success of marketing campaigns.

STRENGTHS (CLIFTON STRENGTHS FINDER)

Competition

An instinctive drive to outperform others fuels thriving in competitive scenarios and brings joy in achieving victory.

Belief

Unchanging core values underpin all decisions and pursuits, maintaining consistency and integrity throughout.

Focus

Prioritization and efficient action guided by clear direction ensure alignment with the ultimate goal for both individual and team efforts.

Achiever

Possessing a relentless drive for daily productivity, an internal fire motivates the constant pursuit of new accomplishments.

Futuristic

Inspired by future possibilities, visions serve to energize and uplift others, offering hope in the face of present frustrations.

CERTIFICATIONS

HubSpot Email Marketing Course

Valid from: 07/2023 - 08/2025

Google Ads Creative Certification

Valid from: 07/2023 - 07/2024

Google Analytics Individual Qualification

Valid from: 07/2023 - 07/2024

AWARDS



Crown Leadership Award



NACA Social Media Award



Golden Eagle Award

EXPERIENCE

Resident Assistant

GSU Housing

 08/2017 - 05/2019  Atlanta, GA

Georgia State University Housing offers six convenient and amenity-rich communities on Atlanta's vibrant, walkable campus.

- Enhanced residential satisfaction of 100+ residents by facilitating educational, self-care activities.
- Maintained 100% residential retention rate from Fall 2017 – Spring 2018 by mediating conflicts between residents.
- Met all deadlines by completing tasks such as bulletin boards and intentional conversations days in advance.
- Earned the "Crown" award among staff members for assisting colleagues as needed.
- Inspiring 2 residents to complete Panther L.E.A.P and apply for a position in GSU Housing by sharing RA experiences.
- Designed personalized signs for RA Community Hours, and additional floor announcements, and raised awareness of community events through colorful, attention-grabbing flyers.

REFERENCES

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