

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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