

Leo Finkley Jr

Revenue Operations & Marketing Systems Manager

📞 478-213-9604 @ email@leofinkleyjr.com leofinkleyjr.com vipxd.link/leos-linkedin 📍 McDonough, GA

SUMMARY

Revenue operations and marketing systems professional who turns repetitive sales and campaign workflows into practical tools, clearer processes, and reliable information. Builds internal applications, pricing portals, catalog systems, email production workflows, and automations for B2B, B2C, retail, and e-commerce teams. Hands-on from requirements and business rules through testing and deployment, using Zoho, Klaviyo, Cloudflare, Apple Shortcuts, Terminal and Automations, ChatGPT, and Codex.

TECHNICAL SKILLS

Revenue & Campaign Systems

Zoho CRM, Campaigns, Books, Analytics, WorkDrive/TrueSync, Klaviyo, Google Analytics 4, campaign scheduling and QA.

Application, Data & Integration

Google Sheets API, service accounts, API integrations, JSON, HTML/CSS, user flows, business rules, persistent application state.

Cloud & Web

Cloudflare Workers, Pages, R2, DNS, Zero Trust, custom domains, Google Cloud Platform, Render, WordPress/Divi, authenticated and progressive web applications.

Automation & AI-Assisted Development

Apple Shortcuts, Automator, macOS Terminal, shell scripts, scheduled workflows, rclone, ChatGPT, Codex, prototyping, debugging, QA/testing.

Creative & Productivity

Adobe Creative Cloud (Illustrator, Photoshop, Acrobat Pro), Microsoft 365, Google Workspace, Zoho Writer/Sheet, content calendars, product manifests, asset libraries.

PROFESSIONAL EXPERIENCE I

Marketing Executive | Revenue Operations, Marketing Systems & Sales Enablement

Summitt Labs | Nirvana Kulture

📅 10/2023 - Present 📍 Atlanta, GA

Support Summitt Labs' multi-brand B2B/B2C portfolio while also managing Nirvana Kulture's wholesale sales and retailer systems.

- **Revenue Operations:** Manage Zoho CRM, Books, and Analytics workflows for sales leads, product and pricing records, inventory, transactions, and reporting across Summitt Labs and Nirvana Kulture.
- **Application Development:** Built internal sales and marketing applications, including Pyla, Cheka, Worklog Pyla, Email Command View, the NK Product Price Portal, and Apple Shortcuts tools, to replace repeated manual steps with guided workflows.
- **Email Operations:** Built Pyla to support up to 18 weekly B2C sends across six brands plus two case-by-case B2B programs. Structured inputs generate brand-specific hero-image instructions, responsive HTML, and upload-ready ZIP packages for Zoho Campaigns and Klaviyo, reducing manual editing and carryover risk.
- **Catalog Systems:** Revised the 2026 master wholesale catalog, built modular brand and category mini catalogs, and established a repeatable process for individualized full and mini editions for sales representatives.
- **Cloud Delivery:** Deploy and secure internal applications and campaign assets through Cloudflare Workers, Pages, R2, DNS, and Zero Trust; connect live data through Google Cloud, the Google Sheets API, and service-account authentication.
- **Automation & Technical Delivery:** Turn operating problems into requirements, user flows, business rules, interfaces, tests, and deployment plans; use Apple Shortcuts, Automator, macOS Terminal, ChatGPT, and Codex to prototype, debug, test, and automate recurring work.

SOLUTION-BASED SYSTEMS & APPLICATIONS CREATED I

Pyla

Uses structured campaign inputs to generate brand-specific hero-image instructions, responsive HTML, and upload-ready ZIP packages for Zoho Campaigns and Klaviyo.

Cheka

Secure campaign checklist tied to live Google Sheets data through the Sheets API and service-account authentication.

Email Command View

Branded email gallery and campaign dashboard for filtering by brand, reviewing previews and history, checking schedules, and managing send status.

SOLUTION-BASED SYSTEMS & APPLICATIONS CREATED II

Pyla: Worklog

Authenticated, mobile-first worklog that captures activity as it happens and produces persistent, meeting-ready weekly summaries.

Product Price Portal

Searchable wholesale reference that gives sales users one place to view and share current product and pricing information.

Sales Catalog Ecosystem

System linking the 2026 master catalog, modular brand and category mini catalogs, and individualized sales-representative editions.

Sales Shortcuts

Online and Apple Shortcuts related tool for sharing recurring product-information and sales-reference tasks.

Link Shortener and QR Anything Shortcuts

A guided Apple Shortcuts tool that shortens and creates custom links, and another tool that creates custom QR codes for all file types.

PROFESSIONAL EXPERIENCE II

Founder & Marketing Systems Consultant

VIPXDesigns, LLC

📅 10/2021 - Present 📍 McDonough, GA

- Served 50+ clients with an 83% retention rate, delivering websites, brand systems, campaign assets, and growth support for small businesses and personal brands.
- Owned the client lifecycle from discovery and scoping through strategy, implementation, communication, follow-up, and renewal.
- Built WordPress sites, digital tools, customer journeys, and repeatable marketing workflows around each client's goals and day-to-day needs.

Head of Marketing

Bird Staffing

📅 01/2023 - 07/2023 📍 McDonough, GA

- Directed website, content, email, social, and recruitment campaign work, keeping job-seeker messaging and employer outreach consistent across channels.
- Built hiring and job-posting procedures with Excel, scripts, and website integrations to reduce repeated administrative work.
- Managed the WordPress/Divi site and strengthened its SEO structure, usability, and conversion paths.

Social Media Manager

StudentBridge

📅 08/2020 - 01/2021 📍 Atlanta, GA

- Managed cross-platform content calendars, reviewed campaign performance, and presented recommendations to strengthen content and audience engagement.

Special Events Coordinator

Georgia State University SAA

📅 2020 📍 Atlanta, GA

- Produced events for 150+ guests and increased attendance 20% year over year while meeting budget requirements.

Creative Director

Ear, Nose & Throat Institute

📅 2018 - 2019 📍 Alpharetta, GA

- Developed creative campaigns and an Amazon Alexa skill that gave prospective patients a voice-enabled way to submit inquiries and request appointments.

Marketing Director

GSU Spotlight Programs Board

📅 2018 - 2019 📍 Atlanta, GA

- Led a 20-member marketing committee and promoted 10+ student programs through digital campaigns and performance reporting.

EDUCATION

Bachelor of Business Administration in Marketing

Georgia State University, Robinson College of Business

📍 Atlanta, GA