

JAYSON C. LAFRANCE

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SUMMARY

Finance and operations professional who prepares weekly royalty disbursements, quarterly reports, and revenue forecasts for Massive Publishing and its independent publishing partners. Builds accessible, standards-compliant websites for public-sector clients including CalSTRS, and ships production automation by directing AI coding agents. Additional background in property operations, marketing, photography, and design.

SKILLS

Finance & Operations: budgeting, expenditure and revenue forecasting, reconciliation, accounts payable/receivable, royalty and disbursement reporting, monthly and quarterly financial reporting

Web & Accessibility: HTML5, CSS3, JavaScript (ES6+), React, Drupal, WordPress, Shopify (Liquid), responsive design, WCAG 2.1 AA, Section 508, WAI-ARIA

AI Orchestration & Automation: specifies, directs, and ships production systems built with AI coding agents (Claude Code, Model Context Protocol), owning architecture, guardrails, and acceptance; Google Apps Script; Cloud Vision OCR

Creative & Marketing: photography (Sony a7 IV), graphic design (Adobe Creative Suite), branding and logo design, print and digital collateral, social media, email and SEO campaigns, trade show marketing

Property Operations: AppFolio, leasing, tenant and vendor relations, owner reporting, regulatory compliance

Tools: Microsoft Excel, Google Workspace, QuickBooks Online and Desktop, AppFolio, Airtable, Square POS, Git

License: CA Real Estate Salesperson, DRE #02108304

EXPERIENCE

Massive Publishing — *Financial Operations & Automation Consultant* Sept 2025 – Present

- Took on the company's finance responsibilities in November 2025: weekly sales and returns processing, royalty disbursements, monthly summaries, and quarterly royalty reports.
- Prepares weekly royalty disbursement reports for independent publishing partners, reviewed by the supervisor and rarely requiring adjustment, plus quarterly financial reports for the company and its partners and the year-end reports used for tax filing.
- Built the company's forecasting tool, which ingests distributor sales and payment reports and projects weekly revenue from actual order-to-disbursement timing.
- Built a Google Apps Script suite that normalizes distributor Excel/CSV files and automates the reporting pipeline, and an OCR system that audits print advertisements for metadata and content-rating accuracy.
- Restructured the Shopify catalog and built the inventory tracker and Square POS sales report for San Diego Comic-Con 2026.

Capital Income Properties — *Property & Technology Manager* Sept 2020 – Oct 2025

- Managed full-cycle bookkeeping, including budgeting, accounts payable/receivable, and reconciliation.
- Led the migration from QuickBooks Desktop and paper processes to AppFolio, substantially reducing manual workload and errors; built an Airtable support-ticket system for maintenance requests.
- Managed operations, vendor and owner relationships, tenant communications, and regulatory compliance for 150 rental units across 80 properties; stayed on after the company's sale to transition operations and records to the new owner.

Capital Income Properties — *Bookkeeper (part-time)* May 2018 – Sept 2020

- Maintained the books in QuickBooks Desktop: rent posting, accounts payable and receivable, owner distributions, and monthly bank reconciliation.
- Prepared owner statements and year-end documentation for the company's tax preparer; completed California real estate pre-licensing coursework and passed the salesperson exam on the first attempt.

EXPERIENCE (CONTINUED)

Longhorn Ballroom LLC — *Marketing & Operations Manager* Sept 2016 – Aug 2019

- Reviewed purchase pro formas for a 23,000 sq. ft., 2,500-person historic Dallas music venue, testing assumptions such as events per month and rental rates; recommended leasing the brewpub space rather than operating it.
- Built the venue website, produced 360-degree property photography, led branding and the marquee restoration, and ran social and email campaigns.

Independent Consultant — *Web Development, Branding & Technology* Aug 2016 – Aug 2020

- Advised small-business and nonprofit clients on web development, branding, and technology decisions.
- Built responsive WordPress and Drupal sites, produced brand and print collateral, and published iOS message sticker apps to the Apple App Store.

Digital Deployment — *Front End Developer & Project Manager* May 2012 – Aug 2016

- Primary front-end developer for public-sector and institutional websites, including CalSTRS, UC Davis, Sacramento City Unified School District, and SEIU Local 1000, with strict WCAG and Section 508 compliance.
- Directed project lifecycles and stakeholder expectations, running requirements gathering, scope, schedule, and client review through launch.
- Built a modular theme library that cut multi-site deployment from weeks to hours.

Cyber Electronik — *Web Developer & Online Marketing Specialist* June 2011 – May 2012

- Developed client websites on Drupal and the LAMP stack.
- Designed logos, display ads, and print and digital assets in Adobe Creative Suite; ran paid advertising and local SEO campaigns.

Modern Marketing — *Marketing & Design Consultant* Mar 2010 – Feb 2012

- Branding for startups and small businesses: logos, style guides, and website mockups.
- Delivered SEO audits, social media programs, and print and digital collateral.

LaFrance Autoworks — *Co-Founder / Product Development & Marketing Lead* June 2005 – May 2011

- Co-founded an automotive aftermarket parts company while in college; led product design, prototyping, and supplier coordination.
- Owned marketing, including SEMA trade show strategy and booth design, catalog and packaging design, and the company website and storefront.
- Secured product placements on TV's *Overhaulin'* and *Pimp My Ride*, working with Chip Foose, Galpin Auto Sports, and West Coast Customs.

INDEPENDENT PROJECTS

Full write-ups: jaysonlafrance.com/projects

Alexandria (2026) — Local-first document assistant: scanned mail is OCR'd on-device, filed, and surfaced with its due dates in a morning briefing. The language model summarizes; a tested parser decides what raises an alert.

Dungeons & Data (2026) — Live tabletop game system where a Go server is the sole source of truth, driving browser surfaces, a shared display, and hardware tokens; a companion character builder refuses invalid choices and explains each rejection.

Strix (2026) — Parametric design of a twin-boom Experimental Amateur-Built aircraft; the 3D model, structure, weight statement, and performance figures all regenerate from one set of parameters.

Roll for Discount (2026) — Shopify app where customers roll 3D physics dice for a discount. Every roll is generated server-side; the animation is presentation only.

EDUCATION

University of Texas at Dallas — Bachelor of Business Administration, Marketing Concentration, May 2008

Sacramento City College — PHOTO 302 Beginning and PHOTO 312 Intermediate Digital Photography, 2022–2023