

JAYSON C. LAFRANCE

Sacramento, CA | 916-917-7672 | jaysonlafrance@gmail.com | linkedin.com/in/jayson-lafrance | Portfolio: jaysoncolelafrance.pixieset.com | CalCareer ID: 1657578

SUMMARY

Versatile finance, operations, and digital professional with experience across public-sector web development, property management, publishing, and marketing. Prepares weekly royalty disbursements and quarterly financial reports for Massive Publishing and its independent publishing partners. Built accessible websites for public-sector clients, including CalSTRS, and ships production automation by directing AI coding agents. Brings a visual background in photography, graphic design, and branding, and holds a California real estate salesperson license.

SKILLS

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

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; Google 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 and event marketing

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; prepares quarterly financial reports for the company and its partners, and prepared the financial 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 a Google Cloud Vision 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 operations, vendor and owner relationships, tenant communications, and regulatory compliance for 150 rental units across 80 properties.
- 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; stayed on after the company's sale to transition operations to the new owner.

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

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

- Led marketing, branding, and operations for the purchase and restoration of a 23,000 sq. ft., 2,500-person historic Dallas music venue, including logo re-creation and historic marquee restoration.
- Built the venue website, produced 360-degree photography of the property, ran social media and email campaigns, and coordinated architects, event partners, and City of Dallas historic records research.

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

- Advised clients on web development, branding, and technology; built responsive WordPress and Drupal sites 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; 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, website mockups), SEO audits, social media, 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 marketing, including SEMA trade show strategy and booth design.
- Secured product placements on TV's *Overhaulin'* and *Pimp My Ride*, working with Chip Foose, Galpin Auto Sports, and West Coast Customs.

SELECTED PROJECTS

Model Context Protocol servers (2026): connect Claude to banking (read-only), email (drafts only, never sends), and CAD systems under strict guardrails. **Roll for Discount (2026):** Shopify app where customers roll 3D physics dice for discounts.

EDUCATION

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

Sacramento City College — Photography coursework (two courses)