

# JAIME “JEMMY” N. LEGAGNEUR

## Podcaster and Digital Marketer

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An effective and energetic content creator focused in the areas of podcast production and creative, measurable digital marketing campaigns implementing strategic, proven experience. **Key skills include:**

- Podcast Hosting and Production
  - Show Cultivation and Consultation
  - Show Analytics and Reporting
  - Social Media Campaigns and Reporting
  - Website and Graphic Design
  - Digital Media Production
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## EXPERIENCE

**Flint Stone Media, LLC, Boynton Beach, FL**  
**Founder and Sole Operator**

**July 2014 – Present**

### Digital Marketing

Initially conceived after the success of [my online media campaign](#) to bring my favorite radio show ([the KVJ Show](#)) back to the airwaves, Flint Stone Media is now a small, yet highly resourceful marketing and public relations operation based in south Florida experienced in targeted, successful digital marketing and promotional work. FSM's portfolio is full of fun, bold, inventive, and creative work that has the proven capability to capture audience attention.

#### Digital Marketing Services:

- Social media campaigns
- Website design, construction, & SEO
- Logos, print graphics, & photo art
- Video production
- Press releases

#### Client Sample:

- Juicy Results: Strategy | Social Media | SEO
- Barbara Katz: Social Media | Promotions
- GL Esquire Consulting: Logo Creation
- KVJ Show: Social Media | Fan Club Manager
- St. Joe's Unplugged: Social Media | Web Design

FSM's introductory promo video can be viewed on [YouTube](#). Please visit [FlintStoneMedia.com](#) for my portfolio and full client list.

### Podcasting

I founded the [Flint Stone Media Podcast Network](#) as a Florida-focused set of shows aimed at positively impacting my local community. FSMPN is an organic and entertaining collection of podcasts that increases local innovation, explores the arts, and encourages collaboration through insights, information, and a lot of laughs. I am also the organizer of [the Palm Beach Podcasters MeetUp group](#).

#### Show Experience:

- Curve the Cube: Founder, Host, and Producer
- South Florida Entrepreneurs on Fire: Producer
- Egg Heads After Hours: Cohost and Producer
- St. Joe's Unplugged: Producer
- Treal Tummies: Production Consultant

#### Skills Include:

- Show setup, branding, and consultation
- Show hosting and production
- Voiceovers (for intros, promos, etc...)
- Guest acquisition and sponsorship assistance
- Show analytics and reporting

**SBA Communications, Boca Raton, FL****November 2013 – August 2015****Database Analyst**

Responsible for supporting the development and implementation of SQL databases in an MS SQL environment. Designed dynamic reports and KPIs in both SSRS and Excel. Managed database applications and reports, supported developers, and helped optimize and tune queries for data validation and report automation. Reviewed, designed, and developed data models. Actively managed and maintained project plans for company initiatives.

**Client First Settlement Funding, Boca Raton, FL****July 2013 – October 2013****Senior Business Systems Analyst**

The Company recruited me from my position with Infinity to join their newly-formed Sales Analytics department. The purpose of my position was to perform high-level data extraction, analytics, and reporting for Upper Management using various reporting tools—including Microsoft SQL Server, Excel, and Access. However, during the time between when I accepted the position and my start date, the Company made the decision to deny our department access to any data and instead rely solely on their Dynamics CRM for analytics. Subsequently, the company underwent a major organizational overhaul, and Management ultimately could not find a fit for my position in the company and dissolved it.

**Infinity Sales Group, LLC, Boca Raton, FL****June 2012 – July 2013****Business Data Analyst**

My responsibilities in this position began as developing innovative reporting for the DISH Sales Team and grew to include supportive reporting for multiple departments of the company. My primary activities included:

- Redeveloping and expanding upon existing sales performance reporting through use of data modeling, SQL coding, permanent table creation and maintenance, Excel expertise, and automation;
- Designing and running daily, weekly, and monthly reports to assist Executive Management with overseeing both detailed sales agent performance and various higher-level department and office sales and promotion metrics;
- Creating additional reporting to allow Executive Management to more efficiently achieve goals—such as calculating new compensation plans, automating weekly and biweekly agent tiers based on multiple scales and sales thresholds, and constructing agent contests to foster workplace recognition and excitement;
- Utilizing data models to design and schedule reporting through use of Infinity's business intelligence tools to mine their data warehouse and provide proper data flows and control data integrity for all systems and reporting purposes;
- Working with business unit Managers and IT to develop policies and procedures in support of data uniformity (in particular, with respect to manually maintained agent biographical data) and continually running checks to ensure these procedures were followed;
- Proactively coordinating with DISH Corporate to marry our reporting systems—defining field specifications, thoroughly understanding both their internal system and ours to find opportunities for improved communication, and designing testing procedures to analyze the integrity of the daily import of their data file into our database;
- Providing the Finance team with biweekly data for payroll processing;
- Creating reporting to support the Broadband team;
- Implementing procedures to validate data integrity, test results, and resolve issues across all levels of data and reporting;
- Completing various ad hoc reporting and discovery projects.

## MARKETING SKILLS

**Social Media Marketing:** Twitter Campaign Management | Facebook Page Administration | Instagram Account Management | Tumblr Administration | Pinterest Management | Meme Generation | Online Reputation Management

**Web Design:** Previous projects include [CurveTheCube.com](http://CurveTheCube.com), [StJoesUnplugged.org](http://StJoesUnplugged.org), [DJJohnHitta.com](http://DJJohnHitta.com), [ScottyFusionPhotography.com](http://ScottyFusionPhotography.com), and [FlintStoneMedia.com](http://FlintStoneMedia.com) | WordPress | GoDaddy | Wix

**SEO Work:** Article Writing & Review | Press Releases | Keyword Research

**Graphic Design:** Logos | Print Graphics | Photo Art | PhotoScape | Photoshop

**Production:** Video Editing (Wondershare, DaVinci Resolve) | Podcast Production (Liberated Syndication)

**Talent Management & Representation:** Character Development | Portfolio Management | Bookings

**Mainstream Media Marketing & Public Relations:** Public Image Management

**Analytics Tools:** Google Analytics (A/B Testing) | Facebook Insights & Ads Manager | Twitter Analytics

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## ANALYTICS SKILLS

**Data Processing, Development, and Reporting:** TOAD for Oracle (PL/SQL, SQL, Stored Procs) | Microsoft SQL Server Suite (TSQL, SSMS, SSRS – Report Builder & Report Manager) | MS Excel (Graphs, Pivot Tables, Dashboards, Table Linking, Conditional Formatting) | MS Access (Database Creation, Table Linking, Import/Export, Querying, Forms, Reports) | MS Word | MS PowerPoint | Corvu (Dashboard Development) | Google AdWords (Campaign Development)

**Data Analysis:** Batch Data Analytics | Data Visualization | Data Inspection, Cleanse, Transformation and Transport | OCR Metadata Analysis | Structuring and Integrating Data across Sources

**BI & Analytics:** MS Excel (Formulas, Randomization, Histograms, Linear Regression, Exponential Smoothing) | Google Analytics (Campaign Performance) | Operational, Agent, and Performance Analytics | Dynamics CRM (Power Search, View Design & Creation) | SAP | SalesLogix

**Business System Analysis:** MS Visio (ERDs & Data Modeling) | Business Unit Requirements Consultations | Business Process Redesign Inputs

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## EDUCATION

**School of Law**  
**University of Virginia**  
Various coursework toward a Juris Doctor Degree. **Charlottesville, VA**  
**2003 - 2005**

**A. B. Freeman School of Business**  
**Tulane University**  
Bachelor of Science in Management (Double Major: Finance | Information Systems Management) **New Orleans, LA**  
**May 2001**

## AD HOC EDUCATION

**Fast Track to Copyright Success Convention**  
**American Writers & Artists Inc.** **Delray Beach, FL**  
**Oct 2011**

**Advanced Facebook Workshop**  
**Duncan Conference Center** **Delray Beach, FL**  
**Sep 2015**

**Foundation Diploma – Social Media Marketing & ORM**  
**Shaw Academy** **Online Course**  
**Nov 2015**