KEITH **JENKINS**

Fractional Controller & CFO

SUMMARY

Institutional-grade Fractional Controller, CFO, and Full-Stack Systems Architect with 30+ years of small business finance expertise and 13+ years of web and software development, API integration, and automation experience. Proven track record of executing deep-dive financial turnarounds, overhauling QBO environments, streamlining 300+ account COA architectures, and building automated cross-platform data pipelines (Python, Power Query ETL, Make.com, GraphQL APIs).

EDUCATION & CERTIFICATIONS

Northern Arizona University — BSBA in Finance, Minor in Corporate Financial Management (2001–2005)
Google Certified — Ads Measurement, Search, and Video Certifications

CORE COMPETENCIES

F**inance & Accounting:** QBO Advanced Optimization, Chart of Accounts Restructuring, Job Costing & Revenue Recognition (ASC 606), AP/AR Automation, Ramp Spend Management & Bill Pay, ADP, Cash Flow Stress-Testing, Forensic Cleanup, Sales Tax Compliance.

Technology & Systems: Python, PHP, JavaScript, Node.js, Power Query ETL, REST/GraphQL APIs, Make.com / Zapier Middleware, WordPress Development (400+ sites built), AWS / Google Cloud, Technical SEO.

FINANCE & ACCOUNTING EXPERIENCE

Fractional Controller & CFO
Self-Employed | 2008 – Present

- Deliver strategic financial leadership and hands-on controller services to small businesses and scaling startups, serving as a key partner to CEOs and GMs.
- Establish internal controls, optimize working capital, lead QBO migrations, overhaul Chart of Accounts architectures, and collaborate with external CPAs on statutory reporting and tax filings.
- Execute forensic accounting and operational reviews to resolve historical data inaccuracies and prepare firms for growth or exit.

FINANCE & ACCOUNTING EXPERIENCE (CONT.)

Fractional Controller & Lead Financial Architect
Experiential Marketing Agency | New York, NY | May 2026 - October 2026

- Financial Stack Transformation: Modernized the company's financial architecture by replacing legacy manual processes with QuickBooks Online Advanced (Source of Truth), Ramp Financial (Spend Management, Ramp Cards, Ramp Bill Pay), ADP, and Monday.com.
- Chart of Accounts & Products/Services Overhaul: Streamlined and restructured the company's master 386-Account COA for experiential marketing job costing; completely cleaned and standardized the QBO Products & Services list to simplify estimate creation for sales teams, accelerate progress invoicing (75% retainer / 25% wrap bill), and enhance granular margin reporting.
- Ramp Bill Pay & 1099 Contractor Engine: Centralized all vendor bill processing, corporate card spend, out-of-pocket reimbursements, and independent 1099 contractor payments into Ramp Bill Pay, implementing AI OCR invoice parsing, multi-tier approval chains, and direct 2-way QBO sync.
- Dual-Track Month-End Close & Reconciliations: Established a formal month-end close protocol (Cash Basis for tax / Accrual for job costing) incorporating executive Chase bank statement retrieval protocols, Tallie-to-AMEX export verifications, and automated NYS DTF sales tax filing workflows.
- Financial Modeling & Overhead Savings: Engineered 12-month stress-test models across $30M–$35M revenue tiers, designed a $2.0M self-funding executive expansion plan, and enforced a $750K non-field freelancer cap that yielded $331K+ in direct annualized savings.
- End-to-End Enterprise Automation: Built an automated Power Query ETL engine connecting Monday.com GraphQL APIs and SharePoint budget sheets, paired with Make.com middleware to auto-provision QBO Projects, Customers, and Estimates upon project approval.
- Creation of Finance & Accounting SOP User Guide that covered all finance and accounting-related functions at the company.

Fractional Controller & Financial Strategist (Contract)
Event Production Company | Elmsford, NY | March 2025 - July 2025

- Conducted a forensic operational and financial review, publishing a comprehensive 22-page strategy report that delivered $250K in annualized cost savings within two weeks.
- Executed migration from QBO Desktop to QBO Advanced, overhauled the COA, standardized A/P and A/R workflows with ACH client invoicing, and implemented QBO Payroll (W-2) and QBO Bill Pay (1099).
- Consolidated Bookkeeper and CFO roles to eliminate redundant overhead, saving the firm $60K annually.
- Built a standardized Products & Services management system with enforced price lists and gross margin markup guardrails for sales staff.

Controller (Contract)
Government Consulting Group | Austin, TX | November 2022 - June 2024

- Created and implemented all corporate accounting SOPs, internal controls, and financial governance policies.
- Managed daily cash flow, A/P, A/R, project costing, contractor legal agreements, and CPA tax filings.

TECHNOLOGY & SOFTWARE DEVELOPMENT EXPERIENCE

Full Stack WordPress & Software Developer
Self-Employed | 2013 - Present

- Architected, built, and launched over 400 custom WordPress websites ranging from small business sites to enterprise e-commerce platforms handling 50,000+ SKU catalogs.
- Developed custom PHP plugins, custom themes, JavaScript modules, and REST API integrations.
- Executed technical search engine optimization (SEO) campaigns, successfully ranking 38 client sites at #1 on Google for competitive keywords and bringing dozens of others to Page 1.
- Managed performance-based Google Ads campaigns with peak client ad spend reaching $50,000/month.

Director of Engineering (Contract)
Retail Analytics Startup | Portland, OR | Jul 2019 – Jan 2021

- Built computer vision models using OpenCV, Python, and TensorFlow for retail footprint data analytics.

Artificial Intelligence Engineer (Contract)
Advanced Research Center | New York, NY | Feb 2017 – Oct 2019

- Developed neural network models and automated data ingestion scripts for clinical research analytics.