

A.J. CROGNALE



OPERATIONS LEADERSHIP · HEALTHCARE READINESS · BUSINESS PERFORMANCE

Tampa, Florida 813-362-9907 aj.crognale@gmail.com ajcrognale.com

PROFESSIONAL PROFILE

Operations leader with 18+ years spanning people management, hospital and hospitality operations, production, retail, ecommerce, and business systems. Builds accountable teams, standardizes work, handles high-pressure exceptions, and turns operating problems into documented, measurable improvements. Brings clinical-environment discipline, service judgment, and practical automation to complex operations.

41.6%

fewer manual workflow touchpoints

40-90+

high-acuity patients monitored concurrently

98.4%

guest satisfaction during change

92.4%

year-over-year client retention

CORE FOCUS

People & service

Scheduling, coaching, retraining, de-escalation, service recovery, and team support.

Healthcare readiness

Telemetry, terminology, escalation, precise documentation.

Process & quality

Workflow design, SOP support, records, controls, task ownership, and quality checks.

Business systems

Budgets, reporting, vendors, automation, testing, controls, and human review.

RECENT PROFESSIONAL EXPERIENCE

Original Limited LLC
Systems & Ecommerce
Marketing Director
May 2022 – Present

- Engineer AI-assisted systems across Klaviyo, HubSpot, and Zapier, reducing manual workflow touchpoints by **41.6%** while preserving human review.
- Coordinate clients, vendors, timelines, information, and exceptions across concurrent engagements.
- Supported **204.3% year-one product-revenue growth, 92.4% retention, and 27.6% average ROI improvement** through documented workflow and reporting controls.

Pyramid Tampa Bay Management LLC
Guest Services Manager
September 2025 – May 2026

- Led high-volume guest service, scheduling, HR documentation, security, logistics, and specialized requirements in a 24/7 luxury-hospitality environment.
- Sustained **98.4% guest satisfaction** during organizational change through time-sensitive follow-up and cross-team exception resolution.
- Managed executive-tier service recovery with authority up to **50,000 Marriott Bonvoy points**.

Infinity Gold Investment Corp.
Ecommerce & Marketing
Manager
February 2019 – May 2022

- Built operating systems across **7 brands**, coordinating vendors, campaigns, timelines, and cross-functional execution.
- Managed a **\$500K annual advertising budget**, delivering **113% average year-over-year growth**.
- Built lifecycle automation for **110,000+ subscribers**, increasing acquisition **37.4%**, retention **11.6%**, and conversion **5.2%**.

OPERATING STRENGTHS		
Lead through pressure Managed staffing, security, logistics, service recovery, and documentation in 24/7 hospitality; handled urgent clinical escalation in a hospital environment.	Standardize and document Rebuilt production and retail workflows, trained teams, strengthened quality control, and translated methods into repeatable standards.	Manage by evidence Owned budgets, timelines, reporting, testing, vendor coordination, customer communication, and automation tied to measurable outcomes.
EARLIER PROFESSIONAL EXPERIENCE		
Pro Copy Press Operations Manager Jul 2017 – Feb 2019	Redesigned digital-press workflows, increasing efficiency 11.2%; strengthened proofing, quality control, documentation, and staff training.	Custom Style Print Production Manager Aug 2016 – Jul 2017 Managed inventory, fulfillment, client requirements, and quality in a 14,000-square-foot facility, growing revenue 19.3%.
Brandon Regional Hospital Telemetry Technician Jul 2014 – Aug 2016	- Monitored cardiac telemetry for 40-90+ high-acuity patients simultaneously across ICU, Critical Care, and Emergency units, maintaining continuous attention to changing clinical information. - Escalated emergent findings with 100% compliance through precise observation, rapid decision-making, clear communication, and strict procedural adherence. - Worked with medical terminology, clinical escalation protocols, and EKG/ECG information in a zero-tolerance-for-error environment.	
Big Frog Franchise Group Franchise Operations Consultant 2014	Worked across other Big Frog stores, training low-performing franchisees and standardizing workflows, equipment use, quality control, and profitability.	Big Frog Custom T-Shirts & More Graphic Designer Apr 2011 – Jul 2014 Produced 7,000+ custom graphics while operating customer, design, and apparel-production workflows at the local store level.
AT&T Store Manager, Turnaround Oct 2010 – Apr 2011	Reached #1 district ranking, increased revenue 56.4%, and reduced churn 34.2% after rebuilding coaching, service recovery, inventory discipline, and team culture.	The T-Shirt Diner Graphic Designer to Store Manager Aug 2008 – Oct 2010 Led customer service, store operations, production coordination, and sales; delivered a 40.8% holiday-quarter sales increase.
INDEPENDENT LEADERSHIP		
r/StickerStore Founder & Community Operations Lead · 2019 – Present Founded and operate a 12,700+ member Reddit marketplace reaching 43,000+ monthly visitors; established moderation standards and issue-resolution workflows. 12,700+ community members 43,000+ monthly visitors 2019 year founded Reddit online marketplace	Super Football League Commissioner · 2015 – Present Run a 24-owner fantasy-football league across 10+ seasons; own rules, scheduling, owner communications, disputes, and the published SFL Commissioner Handbook (ISBN 978-0-692-94759-3). 24 league owners 10+ completed seasons 2015 commissioner since 1 published handbook	
SYSTEMS		CREDENTIALS
AI & automation: AI workflows, task agents, multi-agent routing, lifecycle automation. Workflow: exception handling, quality checks, human review, process documentation. Reporting & validation: reporting, data validation, user testing, defect reporting. Business tools: Excel, Word, PowerPoint, Outlook, HubSpot, Zapier, Klaviyo, Google Analytics. Operational delivery: requirements, vendors, timelines, SOP support, task ownership.		Graphic Design Studies Hillsborough Community College Clinical EKG/ECG Monitoring · BLS/CPR Recognition 2024 Scovie Awards · 1st Place · Marketing & Advertising Ordained Minister Universal Life Church · 2017–Present