

Jake Repko

OPERATIONS · SYSTEMS · AI OPERATIONS

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Operator and systems builder who turns messy operations into simple, repeatable systems that work with people, not against them: documented, automated where it counts, and owned by the right person. **AI is a multiplier, not an equalizer.**

Experience

Senior Content Marketer, **IMMERSE**

2023 to 2025

VR LANGUAGE-LEARNING PLATFORM · REMOTE

- Ran end-to-end campaign delivery across social, sales enablement, and email, owning the calendar, production pipeline, and on-time shipping of every asset.
- Synchronized a distributed remote team, keeping work moving in lockstep across time zones without losing momentum between handoffs.
- Sat at the center of the growth team's cross-functional work, coordinating with product, sales, research, safety, and design to keep messaging accurate, compliant, and aligned to the roadmap.
- Built sales-enablement decks and lifecycle email programs that translated a complex product into clear, on-brand stories reps and users could act on.

Senior Digital Producer, **Beachbody**

Apr 2012 to Jul 2022

DIGITAL PRODUCT & CONTENT AT SCALE

- A decade across roles from CEO advisory to senior digital creative producer, as the company grew past \$1B in annual revenue and went public.
- Drove cross-functional delivery across 8 product launches, setting and hitting KPIs with brand and product teams.
- Built 1.1M+ followers across brands; produced flagship campaigns and commercials.

What I Build & Own

Co-Founder & Managing Partner, **3TK Management**

2022 to Present

PROPERTY MANAGEMENT · PA / NJ / DE

- Co-founded the company; own systems design, owner relationships, and the operating model of a multi-property portfolio.
- Designed and deployed an AI operations pipeline for automated maintenance dispatch and leasing qualification on Twilio/WhatsApp, Claude, Make, and Notion. Building toward 250 doors run with a lean, automated operation.

Co-Founder, **CNW**

2015 to Present

DIGITAL GROWTH STUDIO · STRATEGY & SYSTEMS ARCHITECTURE LEAD

- Co-run a studio combining digital marketing with AI-powered operational systems for clients; own delivery from scoping to shipping.

CLIENT EXAMPLE

DTC Operations & Marketing, **KADYLUXE**

Licensed collegiate e-commerce · Aug 2025 to Apr 2026

- Built a remote-first operating model across multiple time zones; stood up a Slack + Notion command center and a custom Meta API reporting dashboard.
- Ran Shopify DTC across 50+ licensed teams, navigating school approvals, royalty constraints, and seasonal launch timing.

Capabilities

- **Project & Program Delivery:** planning, status tracking, reporting cadence that keeps teams aligned.
- **AI Workflow Automation:** Make, Notion, Twilio, and Claude wired into pipelines that replace manual work.
- **Digital Asset Management:** organizing and routing deliverables to the right stakeholder, fast.
- **Systems Design:** a central operating system: repeatable, owner-assigned workflows.
- **Data & Reporting:** dashboards and clear reporting that surface risk early for leadership.
- **Taste & Visual Discernment:** first eye on the work, catching off-brand output before it ships.