Louis Conley, Sr. is a native of Tupelo, MS. He is the son of Lewis Conley and the late Annie Helen Conley. He graduated from Tupelo High School in 2004 as the student body leader, "Mr. Tupelo High," a Hall of Fame inductee, two year starting quarterback of the Golden Wave football team, and a starter on the varsity basketball team.

After graduating from high school, Louis attended Millsaps College, where he was a member of two Conference Championship football teams and was twice selected as a second-team all-conference wide receiver. Louis graduated from Millsaps in 2008 with a Bachelor of Business Administration degree. Afterward, Louis returned to Tupelo and worked at Renasant Bank before enrolling in Ole Miss Law School in 2013.

After graduating from Ole Miss Law School in 2016, Louis practiced law for 6.5 years in criminal defense, personal injury, municipal prosecution, business transactions, and family law. In late 2022, he rejoined Renasant Bank as Third-Party Risk Management Counsel and Vice President.

Presently, Louis resides in Tupelo, Mississippi with his lovely wife, Denaya, who is a faculty physician at North Mississippi Medical Center. They have three children: two sons, Louis "L.J." Conley, Jr & Luca Conley and a daughter, Iyla Conley.