

# FLETCHER HARTSOCK

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## EXPERIENCE

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### Franchise Support Communications & Technology Specialist, Millie's Homemade Ice Cream

Aug 2025 — Present

- Designed and deployed scalable integrations between Square POS, DoorDash, and Uber Eats, enabling seamless multi-location ordering and reducing manual intervention by 40%.
- Engineered automated workflows using Zapier and custom scripts to connect Square, Google Workspace, and internal systems, saving franchise teams ~10+ hours of admin work weekly.
- Partnered with franchise owners to scope, architect, and implement technical solutions tailored to their operations, acting as the primary bridge between business needs and technology.
- Built and iterated on internal dashboards and reporting tools, increasing visibility into sales, inventory, and operational performance across all shops.
- Led cross-functional rollout of delivery platform integrations, coordinating directly with external vendors (Square, Uber Eats, DoorDash) to ensure zero downtime at launch.
- Established security and access protocols for franchise systems, including Google login verification and permissions management across POS and online platforms.
- Translated business requirements into technical specifications, presenting solutions and architecture proposals to leadership for approval and implementation.
- Served as the escalation point for high-impact technical issues, diagnosing root causes and delivering sustainable fixes that reduced repeat incidents.

### Systems Analyst, Millie's Homemade Ice Cream

May 2025 — Aug 2025

- Managed and optimized franchise technology systems, including Square POS, Zapier automations, and Google Workspace, to streamline operations across multiple locations.
- Coordinated technical rollouts and integrations for ordering platforms (Square, DoorDash, Uber Eats), ensuring smooth adoption and minimal downtime.
- Developed and implemented standardized workflows for franchise support communications, improving response times and operational consistency.
- Created and maintained documentation, training materials, and support guides for franchise teams to improve technology adoption and reduce support requests.
- Collaborated with leadership to identify process inefficiencies, design solutions, and deliver measurable operational improvements.
- Troubleshoot technical issues for franchise locations, providing rapid, business-focused resolutions to minimize disruptions.

### Integrated Services Manager, Auto Max Chrysler Dodge Jeep Ram

Dec 2022 — May 2025

- Managed financial records, reconciled accounts, tracked expenses, and ensured budget adherence to support profitability.
- Created and coordinated service orders, optimizing workflows to meet customer needs and reduce turnaround times.
- Closed sales deals aligned with dealership goals, fostering long-term customer relationships. Developed and executed marketing strategies, boosting engagement, brand awareness, and lead generation.
- Streamlined wholesale processes to improve inventory turnover and supplier relations, enhancing profitability.
- Maintained dealership software, resolved issues, and trained staff on systems like Auto Mate and TechMetric.

### Integrated Services Manager, Auto Max Preowned Vehicles

Dec 2022 — May 2025

- Customer-Service Technician Liaison: Acted as a bridge between customers and technicians, ensuring clear communication and improving customer satisfaction.
- Estimating & Quoting: Provided accurate repair estimates and quotes to balance cost efficiency with service quality.
- Customer Relationship Building: Cultivated strong relationships, leading to repeat business and referrals through exceptional customer service.

- Wholesale Department Management: Directed wholesale operations, optimizing inventory flow and supplier coordination to boost profitability.
- Sales & Transaction Management: Oversaw car sales from engagement to closure, meeting sales targets and ensuring satisfaction.
- Technical Support & IT Assistance: Resolved software issues and trained staff on systems like Auto Mate and TechMetric to enhance workflows.

### **Service Writer, Auto Max Preowned Vehicles**

**July 2021 — Dec 2022**

- Customer Communication: Served as the main contact for customers, explaining service processes, timelines, and repairs to foster trust and keep clients informed.
- Estimating & Quoting: Provided detailed, transparent repair estimates to help customers make informed decisions.
- Inventory & Pricing: Ensured accurate parts inventory and pricing information to support customer inquiries and order management.
- Customer Relationship Development: Built lasting relationships through attentive service, promoting reliability and repeat business.
- Service Order Management: Managed service orders from intake to completion, coordinating with technicians to ensure timely, high-quality repairs.

## **EDUCATION**

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### **West Virginia University, Computer Science, Bachelors of Science**

**2021 — 2025**

- EcoCAR EV Challenge Participant West Virginia University 2025

## **CURRENT PROJECTS**

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### **User Feedback System & Data-Driven Inventory Optimization**

- Programmed CRM integration using Python3 to analyze customer interaction data, identifying target areas for advertising focus and enhancing marketing strategies.
- Integrated a data pipeline to inform vehicle purchasing decisions based on market trends, increasing sales by 83% during targeted months.
- Utilized CRM insights to develop a focused policy and procedure manual, aligning operations with customer behavior trends for improved customer satisfaction and operational efficiency.

### **Engine Cost Analysis**

- Utilized MySQL and data pipelines to aggregate and analyze cost data from three company locations and external dealerships.
- Conducted a comparative analysis of remanufactured versus new engines, optimizing inventory decisions and operational expenses.
- Leveraged data-driven insights to enhance procurement strategies, increasing profit margins by 68% and boosting customer satisfaction by 82% through improved product availability and pricing accuracy.

## **SKILLS**

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- Languages: Java, JavaScript, Python, HTML, CSS, C, SQL, Bash, Svelte, Typescript
- Data Engineering & Analysis: ETL Processes, Data Warehousing, Data Modeling, Data Integration, Data Pipelines, Data Cleaning, Data Visualization
- Databases: PostgreSQL, MySQL, NoSQL, Relational Databases
- Tools & Software: Microsoft Office Suite, Microsoft Visual Studio, Git/GitHub, JSON/XML, Auto/Mate Dealer Management System, Dealer Center, TechMetric, AutoCAD, MATLAB, Jupyter Notebooks
- Networking & Basics: Networking basics, nslookup, Wireshark, VirtualBox, TCP/IP, Load Balancers, DNS, VPN
- APIs & Automation: REST APIs, FastAPI, Flask, CI/CD, Docker, Square
- Other Skills: Agile/Scrum Methodologies, Version Control, Troubleshooting & Debugging, Problem Solving, Technical Documentation, Team Collaboration

## **References**

- Robert Steptoe, Managing Director at Capital Markets || 304.292.6600
- Ralph Neal, General Manager at Auto Max Chrysler Dodge Jeep Ram || 304-319-8531

- Mallory Durso, Configuration Engineer at Boeing || 724-562-4837