

FLETCHER HARTSOCK

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EXPERIENCE

Franchise Support Communications & Technology Specialist, Millie's Homemade Ice Cream	Aug 2025 — Present
<ul style="list-style-type: none">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
<ul style="list-style-type: none">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.Troubleshooted 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
<ul style="list-style-type: none">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
<ul style="list-style-type: none">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

West Virginia University, Computer Science, Bachelors of Science

2021 — 2025

- EcoCAR EV Challenge Participant West Virginia University 2025

CURRENT PROJECTS

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

- 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