

# Laura Getty

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## EXPERIENCE

### **BaltimoreLink Coordinator, Maryland Transit Administration**

Baltimore, MD — April 2016 - September 2017

- Coordinated \$135 million historic project to redesign entire transit network in Baltimore City
- Managed MTA communication and outreach with the public. Organized over 300 workshops, hearings, and briefings for communities, elected officials and stakeholders
- Authored website content, reports, brochures, presentations and correspondence
- Chaired metrics committee establishing benchmarks for measuring success and responsible for communicating findings from analysis to the public
- Represented the MTA on the State of Maryland's Autonomous Vehicle Working Group establishing the state's policy on autonomous vehicle technology

### **Manager of Performance, Maryland Transit Administration**

Baltimore, MD — September 2015 - April 2016

- Implemented a performance management program measuring key performance indicators
- Led analytics team in optimizing data collection throughout the agency
- Increased data-driven decision making across the agency

### **Project Analyst to the CEO, Compass Marketing Inc**

Annapolis, MD — April 2012 - August 2015

- Managed single largest growth initiative for the company with 50 member team across three companies and cross-functional groups including engineering, manufacturing, marketing, sales, finance, legal, installation and service
- Wrote content for website, monthly newsletter, white papers and presentations
- Facilitated process to find a strategic investment partner by presenting to leading technology companies (with audience of 10-20 senior executives), preparing due diligence responses, and participating in selection and contract negotiation

### **Assistant Business Manager, Compass Marketing Inc**

Annapolis, MD — October 2011 - March 2012

- Provided administrative and logistical support to company's largest sales team
- Accounts included Procter & Gamble, Johnson & Johnson, Kellogg's, Mars, Pfizer, Colgate-Palmolive, Ferrero, and other Fortune 500 manufacturers

### **Analyst, Compass Marketing Inc**

Annapolis, MD — May 2011 - September 2011

- Conducted research and analysis investigating companies, products and markets
- Composed profile reports evaluating potential opportunities for the company and our clients

### **Legislative Aide, Maryland State Senate**

Annapolis, MD — January 2011 - April 2011

- Wrote press releases, bill testimony and talking points on legislative issues
- Corresponded with thousands of constituents through letters, emails and phone calls

## EDUCATION

### **University of Maryland**

Bachelor's Degree in Government and Politics

Fall 2007 - December 2010

GPA: 3.7 Overall, 4.0 major

### **University of Kent, Canterbury, United Kingdom**

Government and International Relations Exchange Program

Fall 2009 - Spring 2010