Check out my **Online Profile** for more information!

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in laura-fennelly-is/

## EDUCATION

**Masters in Computing (Major in Artificial Intelligence)**
**Dublin City University**
2022 - 2024 | First Class Honours

**Bachelor of Business (Honours) in Business Information Systems**
**Munster Technology University**
2016 - 2020 | First Class Honours

## PUBLICATION

**A Review of Multi-Modal Large Language and Vision Models**
*Available Here*.

*Kilian Carolan, Laura Fennelly, Prof. Alan F. Smeaton*

## MASTERS PROJECTS

**A Multi-Modal Large Language Model for Enhancing Health Literacy.**
*Available Here*
Utilising Multimodal Large Language Models (MM-LLMs) to generate conversation prompts from user-uploaded images, enhancing health-related educational discussions.

**Analysis of Primary Biological Aerosol Particles (PBAP) to Assess COVID-19 Outbreak Risk in Meat Processing Plants: A Study on Occupancy and Environmental Factors.**
*Available Here*
Analytical assessment of Bioaerosol Activity in a Meat Processing Plant Using WIBS Data.

# Laura Fennelly | End User Automation Engineer

## PROFESSIONAL PROFILE

With over **5+ years experience in data analytics working on strategic projects to improve operational efficiency** from a range of organisational domains from IT operations, supply chain operations, manufacturing, and end-user services. Recent Masters projects conducted research in **AI-driven health literacy** and **epidemiological risk assessment**. Looking for an opportunity to leverage current expertise in data analytics and AI-driven insights to **support healthcare and operational efficiency,** to provide meaningful impact to patients and end-users.

## EXPERIENCE

### DocuSign | End User Automation Engineer    Dublin, Ireland | Feb 2022 - Present
*Digital Technology Services Department*

**Data Engineering & Analytics:**
- Designed and developed **ETL data pipelines** to integrate and process data from multiple vendor APIs.
- Designed **SQL** views to structure and optimise datasets for reporting.
- Developed **Tableau** dashboards, providing leadership with actionable insights.
- Led **data-driven** performance evaluations to **optimise business processes** and outcomes.
- Presented **analytical findings** and **strategic recommendations** to leadership.

**Business Intelligence & Strategic Insights:**
- Partnered with IT, business teams, and executives to **define data requirements.**
- Delivered insights into chatbot performance, user engagement, and deflection rates.
- Communicated **complex data-driven insights** through clear, **executive-level reports and presentations.**

**Machine Learning & Predictive Analytics:**
- Applied statistical methods and predictive modelling techniques to identify trends.
- Designed, **trained, tested, and deployed** NLP models for knowledge extraction

### Apple | Business Intelligence Analyst    Cork, Ireland | May 2020 - Jan 2022
*Business Analytics Department*

**EMEIA Business Intelligence Analyst**
- Developed dynamic, interactive **Tableau** dashboards for multi-disciplinary teams
- EMEIA representative for Quarterly Balance Scorecard

**Business Analytics New Product Introduction lead**
- **Requirement gathering** cross functionally across operations.
- Establish and **analysed plans** to achieve milestones pre, during and post launch.
- Conduct new product launch **post-mortems.**

**Project Manager of Business Analytics Retail operations project track**
- **Managing the expectations of stakeholders,** reviewing future projects on the list.
- Analysing for any links or cross over of processes/data flows between existing, past and future projects.

**Operations System Support Business Analytics lead**
- Hosting System Sustaining /Preventative Management Syncs.
- Evaluated how issues affected the business, regions or departments.

### Apple | Business Analyst Intern    Cork, Ireland | Jan 2019 - Sept 2019
*Business Analytics Department*

### Apple | Technical Support Advisor    Cork, Ireland | June 2018 – Jan 2019
*AppleCare Support Department*