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

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✉️ laura.bianalytics@gmail.com

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 Technological 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

Utilised 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

Over **5 years** experience in data analytics working on strategic projects to improve operational efficiency from a range of organisational domains such as IT operations, supply chain operations, manufacturing, and end-user services. 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 end-users.

EXPERIENCE

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

<u>Data Engineering & Analytics:</u>
- 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 teams.

<u>Business Intelligence & Strategic Insights:</u>
- 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.**

<u>Machine Learning & Predictive Analytics:</u>
- 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

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

<u>Business Analytics New Product Introduction lead</u>
- **Gathered requirements** cross functionally across operations.
- Established and **analysed plans** to achieve milestones pre, during and post launch.
- Conducted new product launch **post-mortems.**

<u>Project Manager of Business Analytics Retail operations project track</u>
- **Managed the expectations of stakeholders,** reviewed future projects on the list.
- Analysed for any links or crossover of processes/data flows between existing, past and future projects.

<u>Operations System Support Business Analytics lead</u>
- Hosted 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