



# 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 operational efficiency, to provide meaningful impact to 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 teams.

#### 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

- Gathered requirements cross functionally across operations.
- Established and analysed plans to achieve milestones pre, during and post launch.
- Conducted new product launch post-mortems.

#### Project Manager of Business Analytics Retail operations project track

- 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.

#### Operations System Support Business Analytics lead

- 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*

Check out my [Online Profile](#) for more information!



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## 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.