

Laura L. Willson

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PROFESSIONAL EXPERIENCE

ADMINISTRATIVE ASSOCIATE II MOUNT SINAI HEALTH SYSTEM

APRIL 2022 - PRESENT
NEW YORK, NEW YORK

- Coordinate appointments with doctor and patients schedules and make necessary adjustments such as cancellations or date changes
- Verify patients health insurance to ensure their insurance is par with doctor
- Scan patients medical history and referral documents to ensure patients records are up to date
- Fax patients enrollment form, demographic info, insurance info, and clinical notes to infusion centers to start patients on infusion medication

REGISTRAR MOUNT SINAI HEALTH SYSTEM

OCTOBER 2021 - APRIL 2022
NEW YORK, NEW YORK

- Greeted all patients and visitors in a polite and helpful manner
- Collected medical and insurance information from patients and entered into hospital registration system
- Collected and recorded copayments from patients and ensured confidentiality at all times
- Assisted new and existing patients with scheduling an appointment

ASSISTANT PLANNER DENTSU INTERNATIONAL

MARCH 2021 - SEPTEMBER 2021
NEW YORK, NEW YORK

- Assisted with the preparation, development, execution, and monitoring of media plans for multiple brands under the William Grant & Sons portfolio in the US
- Gathered information to be used in developing media plans, such as media usage habits, media costs, and insights from third-party tools including Ad Intel and Pathmatics
- Assisted with the maintenance of flowcharts, monthly budgets, delivery recaps, and competitive analyses

FIELD OUTREACH MANAGER FULL CONTACT COMMUNICATIONS

MAY 2021 - JUNE 2021
NEW YORK, NEW YORK

- Supervised 20 field outreach canvassers by creating game plan to ensure organization and vaccine appointment goals are met throughout the shift
- Documented canvassers vaccine appointments, walk-in appointments, and skill sets such as work ethic, teamwork, and communication at the end of each shift to keep track of daily activities and areas of improvement

FIELD OUTREACH CANVASSER FULL CONTACT COMMUNICATIONS

OCTOBER 2020 - MAY 2021
NEW YORK, NEW YORK

- Documented number of masks given throughout the day using Google Doc Form
- Gathered and analyzed data of masks given out and conversations held from beginning to end of day
- Communicated with local residents about the locations of free testing sites for COVID-19

EDUCATION

COOP *Digital Marketing Apprentice*

AUGUST 2020 - DECEMBER 2020

- Developed skills in SEO, SEM, Google Analytics, Google Ads, and Paid Social through group based trainings
- Learned and understood the importance of KPI metrics and online ad models such as CPC, CTR, CPA, and ROI
- Utilized Excel formulas, VLOOKUP, and pivot tables to formulate stories from data for reporting overview
- Worked on a client project with a team for a company named Wide Awake Costa Rica, in which I analyzed their website and performed keyword research to improve their keyword ranking to highlight SEO opportunities for the improvement of wideawakecostarica.com

HUNTER COLLEGE, The City University of New York *Bachelor of Arts, Studio Art and Computer Science*

MAY 2020

- Chi Alpha Epsilon National Honor Society, Cum Laude

SKILLS

Facebook Ads Manager, Ad Intel, Pathmatics, Microsoft Office Suite (Word, Excel, PowerPoint, Outlook), G Suite (Gmail, Drive, Docs, Slides, Sheets)