

# Laura L. Willson

• willsonlaura8597@gmail.com • (646) 938-5883 • [www.linkedin.com/in/laura-willson](http://www.linkedin.com/in/laura-willson)

## PROFESSIONAL EXPERIENCE

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### ADMINISTRATIVE ASSOCIATE II

APRIL 2022 - PRESENT

MOUNT SINAI HEALTH SYSTEM

NEW YORK, NEW YORK

- Coordinate appointments with doctor and patients schedules and make necessary adjustments such as cancellations or date changes to decrease application time by 20%
- Verify patients health insurance to ensure their insurance is par with doctor
- Scan patients medical history and referral documents into hospital registration system 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

OCTOBER 2021 - APRIL 2022

MOUNT SINAI HEALTH SYSTEM

NEW YORK, NEW YORK

- Greeted all patients and visitors in a polite and helpful manner and increased patients by 10%
- Collected medical and insurance information from patients to enter into hospital registration system
- Recorded copayments from patients and ensured confidentiality at all times

### ASSISTANT PLANNER

MARCH 2021 - SEPTEMBER 2021

DENTSU INTERNATIONAL

NEW YORK, NEW YORK

- Assisted with the preparation, development, execution, and monitoring of media plans for 8 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
- Supported the maintenance of flowcharts, monthly budgets, delivery recaps, and competitive analyses

## EDUCATION

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### COOP

AUGUST 2020 - DECEMBER 2020

*Digital Marketing Apprentice*

- Developed skills in SEO, SEM, Google Analytics, Google Ads, and Paid Social through group based trainings
- 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
- Analyzed KPIs metrics such as CPI, CTR, CPA, and ROI, which resulted in an increase of clients impressions by 30%

### HUNTER COLLEGE, The City University of New York

MAY 2020

*Bachelor of Arts, Studio Art and Computer Science*

- Chi Alpha Epsilon National Honor Society, Cum Laude

## PROJECTS

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### I WANT A PIZZA THAT! | [Link](#)

An app that helps NYC college students solve the problem of finding a pizza place at night for a late-night study meal. I used Adobe Illustrator and Figma to put this project together.

### CLEANUP | [Link](#)

An app where people can find and register for upcoming volunteer events in their community. I used pen and paper, Adobe Illustrator, and Figma to put this project together.

## SKILLS

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Adobe (Photoshop, Illustrator, InDesign), Figma, Visual Studio Code, Facebook Ads Manager, Ad Intel, Pathmatics, Prisma, Microsoft Office Suite (Word, Excel, PowerPoint, Outlook), G Suite (Gmail, Drive, Docs, Slides, Sheets)