LAURA FITZGERALD

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Portfolio: https://lcfhines.github.io/laura-fitzgerald-portfolio/ | GitHub: https://github.com/lcfhines

Creative and solutions-driven recent graduate from Columbia University's full stack coding bootcamp. Ability to design and build web applications from ideation to production using HTML, CSS, and JavaScript. Ability to take users' needs and issues, translate into product solutions, and execute the technical work.

SKILLS

Programming: HTML, CSS, JavaScript, Java, MySQL, NoSQL, APIs, Node.js, OOP, Express.js, ORM, MVC, MongoDB, Mongoose, PWA, RESTful APIs

Other: Git, MS Office Suite, Google Suite, Salesforce, Looker, Jira, Tableau, Braze, Figma

EXPERIENCE

K HEALTH   *New York, NY*

Chief of Staff   Feb 2021 – Aug 2022

CoS to COO, owned management of OKRs, supported growth and profitability of telemedicine platform

  Key achievements:
- Led team of engineers as product manager from ideation to delivery to build pharmacy fulfillment tool in Salesforce; tool saved internal team 12+ hours of daily manual work
- Initiated and iterated upon variable compensation model for 400 clinicians; achieved 40% increase in clinician productivity and 20% decrease in cost per visit
- Developed and implemented processes and content for new clinician onboarding while simultaneously systemizing medical QA models, resulting in 15% increase in practice-wide adherence within 1 month

Senior Manager of Operations   Jul 2020 – Feb 2021

Managed pharmacy operations both technically, through collaboration with product and engineering teams, and logistically, ensuring accurate and prompt delivery of 10k shipments monthly

  Key achievements:
- Scaled team of 3 to support vertical and laid groundwork to support resurrection of in-house pharmacy
- Communicated requirements, performed quality assurance, and established operational processes for all new product and program launches including primary care and prescription renewal programs
- Surpassed customer expectations with NPS score of 84 for mail order program compared to 53 for standard membership

Operations Manager   Sep 2019 – Jul 2020

Defined and managed all operational processes for mental health program upon inception; scaled quickly to support growth of 16k subscribers in 8 months

  Key achievements:
- Learned basic HTML and CSS skills to build campaigns in Braze's CRM system to support go-to-market program launches and retention plays
- Partnered with engineering and product teams to migrate to and improve Salesforce EMR platform, integrate with pharmacy's API, and design features for better UX

SOULCYCLE   *New York, NY*

Manager of Retail Operations & Finance   Nov 2017 – Jun 2019
Senior Allocation Analyst   Dec 2016 – Nov 2017
Allocation Analyst   Oct 2014 – Dec 2016

EDUCATION & TRAINING

Certificate, Full Stack Web Development | Columbia University   Sep 2022 - Dec 2022

BA, Economics and Spanish | University of Virginia   Aug 2010 - May 2014