LAURA FITZGERALD

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Creative and solutions-driven recent graduate from Columbia's full stack coding bootcamp with 7+ years of operational experience. Ability to take users' requirements and issues, translate into product solutions, and oversee the technical work in collaboration with cross-functional teams. Comfortable with ambiguity and thrive in fast-paced environments.

TECHNICAL SKILLS

- Excel, Salesforce, Jira, Git, Looker, Tableau, Braze, Figma, Asana, monday.com
- HTML, CSS, JavaScript, React, Node.js, Express.js, MySQL, MongoDB

PROFESSIONAL EXPERIENCE

K HEALTH   New York, NY

Chief of Staff   Feb 2021 – Aug 2022
- Supported growth and profitability of telemedicine platform as CoS to COO
- Owned management of companywide OKRs by monitoring roadmap, building reports, tracking progress, and identifying and escalating risks
- Led team of developers as product manager in Agile environment to build pharmacy fulfillment tool in Salesforce; enhanced existing product and reduced daily manual work for internal team by 12+ hours
- Initiated and iterated upon variable compensation model for 400 clinicians; coordinated roll-out with finance and clinical teams, achieved 40% increase in 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 - owned pharmacy relationship, built processes to support program, ensured accurate and prompt delivery of 10k monthly shipments, scaled team of 3, coordinated move to more strategic pharmacy partner, and laid groundwork to support resurrection of in-house pharmacy
- Collaborated with cross-functional teams on all new product launches; captured requirements and user stories, performed QA, identified/resolved challenges, and established operational processes
- Prioritized backlog of improvements and bugs for consumer app, yielding 58% increase in NPS score

Operations Manager   Sep 2019 – Jul 2020
- Defined and managed all operational processes for mental health program upon inception; scaled and iterated quickly to support growth of 16k subscribers in 8 months and launch mail order program
- Learned HTML and CSS skills to build campaigns in Braze's CRM system to support go-to-market program launches and retention plays; conducted A/B tests and analyzed performance
- Partnered with engineering and product teams to migrate to Salesforce and improve 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
- Oversaw supply chain logistics and operations for retail business across 90 locations and ecommerce
- Partnered with finance and engineering teams to implement a new ERP system to improve inventory accuracy levels; consistently communicated bugs, priorities and requirements

Senior Allocation Analyst / Allocation Analyst   Dec 2016 – Nov 2017 / 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