

# Laura McMahon

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Operations, Customer Service, Marketing, and Sales guru, with broad experience across design, PR, education and venture-backed startups. In my current position, my project organization skills have played an integral role in managing an office, new business retention, marketing and HR. The breadth of my experience has allowed me to develop an invaluable set of core skills. I have demonstrated the critical ability to adapt to situations and apply those skills to the task at hand.

## EXPERIENCE

### **SweisKloss, Office Manager, July 2023- Present**

**Office Manager:** Responsible for managing office operations, schedule monthly staff meetings and company activities, review company insurances policies and respond to audits, research and secure new insurance broker and liaise with team to facilitate crossover, respond to new business inquiries arrange meetings and write new business proposals

**Marketing:** Write weekly blog, update and maintain website with photos, awards and press, write staff bios, arrange professional photo shoots of completed projects, create social media posts

**HR:** Onboard and off-board new employees, responsible for researching and securing new payroll company liaising with implementation team to ensure smooth crossover, research and secure new benefits broker and work with team and related companies to ensure easy integration for staff

### **Staples, Salesperson / Cashier, May 2022- June 2023**

- Operate POS system
- Enrolling customers in Staples App, promoting coupons and sales
- Maintain front of store counters and displays; Assemble and tidy POS temporary and seasonal displays
- Place online orders for in store or home delivery; fulfilling BOPUS (Buy Online Pick Up in Store) orders
- Salesperson on floor store, responding to inquiries and assisting customers
- Closing duties: sorting & restocking shelves, handling “go backs”, verifying sales, ensuring store is organized and clean for next morning

### **HomeLister, Operations Team Lead Santa Monica, CA & Remote, May 2019 – June 2024**

- Collaborate with VP of Ops to develop SOPs to facilitate enrollment & fulfillment processes; Work cross-functionally to improve & ensure a seamless experience; Research new fulfillment strategy for market expansion & operational efficiency opportunities; Manage vendor relationships; Scaled team from being the sole ops employee to a team of 11, training, coaching & advising new hires; Handle billing collections

### **Customer Service & Sales Rep, May 2019- 2021 (Overlapped while Ops Team Lead)**

- Achieved 90% CSAT score; 82% NPS Score; Successfully pitched product; Secured enrollment of interested homeowners; Upsold services to existing clients; Troubleshooted and resolved issues; Responded to inquiries, online chats, emails, calls; Fulfilled orders; Created guides, checklists & instructions for customers

### **Canyon Elementary School, Instructional Assistant, Los Angeles, CA, 5th grade, Nov. 2017- May 2019**

- Worked with students to solidify concepts & techniques; Graded tests, homework; Managed after school homework club, STAR, supervising students with homework, research papers, projects; Tutored one-on-one

**Weber Shandwick, Group Manager**, New York, NY - March 1998- Feb. 2001

*Clients: Royal Caribbean International, The Bahamas, Singapore Airlines, iExplore.com, Hong Kong Tourism*

- Organized ship launches: media tours, TV segments, interviews, press events; Managed annual Bahamian weather conferences, coordinating live segments, panel discussions; Arranged, led press trips & photoshoots

**GCI Group, Senior Associate**, New York, NY, Feb. 1996-March 1998

*Clients: Celebrity Cruises, Norwegian Cruises, Windjammer Barefoot Cruises*

- Participated in all aspects of new ship launches including arranging/leading press trips, coordinating & attending media events, securing interviews; Wrote press materials, pitch letters, client proposals & reports

**Manning, Selvage & Lee, Associate**, New York, NY Jan. 1994- Feb.1996

*Clients: Barbados Tourism Authority, Cathay Pacific, South African Airways*

- Supported all aspects of Cathay Pacific service launch; Assisted group supervisor, arranging travel, maintaining schedule, correspondences, administrative duties supporting team

**EDUCATION: Tufts University**: Bachelor of Arts, Art History, 1993

**Skills:** Microsoft Office 365, Front, Trello, Project Management, Organization, Vendor Management, Research, Operations, Multi-Tasker, Communication, Detail Oriented, Customer Service, Sales