SHANYN MURPHY

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CUSTOMER SUCCESS & IMPLEMENTATION LEADER

Software Implementation • User Training • Customer Relationships • Issue Resolution • Project Management

PROFESSIONAL SUMMARY

Customer-focused operations leader with over a decade of experience implementing systems, training users, and turning complex processes into simple, repeatable workflows. Hands-on background as a telehealth system analyst supporting remote patient monitoring technology, plus early-career customer service experience in industrial supply. Skilled at building trusted relationships, resolving issues quickly, and creating SOPs, playbooks, and training content that help people succeed with new tools. Proven project manager who built a Project Management Office from the ground up and delivers clear reporting to leadership. Entrepreneurial self-starter who independently built and launched a digital products business in about six weeks, from market research to paying customers. Advanced AI user and fluent in Excel for data analysis and reporting. Learns new technology fast and loves teaching others to do the same.

CORE COMPETENCIES

- Software Implementation & Rollout
- Customer Relationship Management
- Issue Resolution & Escalations
- Microsoft Excel (Advanced) & Data Reporting
- Process Improvement (Lean)
- Written & Verbal Communication
- AI Tools & Workflow Automation
- User Training & Onboarding
- Change Management & User Adoption
- Project Management
- Training Content & SOP Creation
- End-User Feedback & Requirements
- Cross-Functional Collaboration
- Market Research & Product Launch

PROFESSIONAL EXPERIENCE

Senior Specialist, Operations — Innovation Operations **January 2025 – Present**

WellSpan Health

- Manage a portfolio of programs concurrently, prioritizing competing requests and keeping every initiative on schedule and well documented
- Coach and mentor team members, creating repeatable tools and systems that make complex work easier to learn and execute
- Direct sprint planning across multiple teams in Asana, prioritizing work and tracking progress against goals
- Serve as the go-to resolver for requests with no clear owner, triaging, prioritizing, and working across teams to get issues solved
- Contributing to an enterprise AI governance and acceptable-use framework, translating technical and compliance requirements into clear, easy-to-follow guidance for employees

Senior Specialist, Operations (R&D) **January 2022 – January 2025**

WellSpan Health

- Standardized workflows and operational processes across multiple teams, improving consistency, documentation, and compliance with internal policies
- Applied Human-Centered Design to gather end-user feedback and needs, translating insights into service line recommendations for leadership
- Led change initiatives that helped teams adopt new patient-focused care delivery models
- Delivered executive-level reporting on progress, risks, and results across multiple concurrent initiatives

Lead Project Manager **October 2020 – January 2022**

Graham Healthcare Group

- Built the organization's Project Management Office (PMO) from the ground up, implementing software platforms and standardized workflows enterprise-wide
- Supervised, coached, and developed a team of Project Managers, setting clear performance standards and holding the team accountable to them

- Directed a portfolio of organizational projects, ensuring standardized documentation and process consistency across all initiatives
- Applied Lean continuous-improvement methodologies to identify and correct process gaps

Manager **September 2019 – October 2020**

WellSpan Continuing Care Services & Connected Care at Home

- Recruited, onboarded, and trained program staff on new workflows, tools, and standard procedures; partnered with system leadership on strategic initiatives
- Designed scalable operational workflows and led project management for new program launches
- Directed daily operations and staff for the Connected Care at Home program, ensuring consistent adherence to policies and operational standards

Program Supervisor **May 2018 – September 2019**

WellSpan Connected Care at Home

- Developed Standard Operating Procedures and supervised staff and daily operations, providing day-to-day coaching to ensure consistent execution
- Served as the escalation point for staff and program issues, resolving problems quickly, fairly, and consistently
- Managed vendor and provider relationships and compliance with service agreements; presented service offerings to diverse stakeholder audiences

Connected Health Coordinator & Telehealth System Analyst **November 2016 – May 2018**

WellSpan Health / WellSpan VNA

- Supported the rollout and daily use of remote patient monitoring technology, troubleshooting system issues and helping clinical users get the most from the platform
- Standardized documentation and billing practices across connected health programs and supported quality assurance audits

ENTREPRENEURIAL EXPERIENCE

Founder & Operator **April 2026 – September 2026**

Quiet Profit System™ / Built by Systems (Independent Digital Products Business)

- Independently built and launched a digital products business in about six weeks while working full time, investing 200+ hours and performing 13 roles including project manager, product manager, business analyst, copywriter, and advertising manager
- Researched, priced, and launched multiple digital products and sales pages with integrated online checkout, generating real customer sales
- Planned and ran paid Meta advertising campaigns, managing budget, testing audiences and creative, and analyzing click-through and conversion data
- Used real market results to pivot from a crowded niche into a focused homeowner tools line, rebuilding positioning, products, and messaging
- Designed five repeatable systems (product research, product development, sales page development, content creation, and a central knowledge base) to make launches faster and consistent
- Built a customer onboarding and nurture path: free lead magnet, five-email welcome sequence, SEO blog, and Pinterest, Facebook, and Instagram content
- Audited the software stack and eliminated redundant subscriptions, saving about $108/month (~$1,296 per year)
- Used AI tools daily for research, building, content creation, and process design

EARLIER CAREER — MANUFACTURING & INDUSTRIAL SUPPLY

Manager

MG Industries (Welding Supply) — York, PA

- Managed staff and daily operations for a welding supply location

Customer Service

RG Group (Pneumatic & Hydraulic Fittings Supplier) — York, PA

Red Lion Controls

Industrial Automation Manufacturer — York, PA