

DEVORAH SPIELER

Operations & People Leader

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SUMMARY

Operations and project management leader with extensive experience across healthcare, supply chain, and digital marketing. Proven track record of reducing costs, scaling operations, and driving growth for organizations ranging from enterprise to global telemedicine. Expert in cross-functional leadership, technical SEO, and data-driven decision-making.

CORE COMPETENCIES

Enterprise Operations & Scale: Cross-Functional Leadership • M&A Due Diligence • Change Management • Multi-State Scaling • Process Automation

Growth Architecture & Marketing: Performance Marketing (SEO/SEM) • Inbound Pipeline Design • Digital Strategy • Full-Lifecycle Nurture Automation

Risk, Legal & Compliance: Healthcare Regulations (HIPAA, Anti-Kickback, FMLA/FLSA) • Contract Architecture • Vendor Optimization • Strategic Negotiations

Data & Business Intelligence: Workflow Diagnostics • ERP/HRIS Architectures (ADP, Monday.com) • Cost Optimization • End-to-End Visibility

PROFESSIONAL EXPERIENCE

Digital Marketing & Operations Manager

Phillip LLC | 2023 – 2025

- Led growth marketing and SEO/SEM strategies for a multi-state Telehealth platform, successfully scaling user acquisition across 20+ highly regulated states.
- Architected end-to-end inbound pipelines, integrating high-intent Google Ads campaigns with automated email nurture sequences to maximize patient conversion.
- Managed full-stack web presence and digital optimization across a multi-property brand portfolio to improve search rankings and user experience.
- Directed cross-functional operations, including vendor contract drafting, legal filings, and outside counsel coordination for specialized film and entertainment initiatives.
- Orchestrated high-impact experiential marketing, executing exclusive industry dinners and high-profile awards season events to drive brand equity.

Supply Chain Manager

Confidential Company | 2021 – 2023

- Directed global inventory control and multi-national vendor relations, utilizing ERP systems and Monday.com to achieve real-time, end-to-end supply chain visibility.
- Negotiated strategic vendor contracts and streamlined procurement workflows, directly driving a 20% to 25% revenue increase for the US business unit.
- Architected and deployed global procurement SOPs (Standard Operating Procedures), eliminating operational ambiguity and driving cross-functional execution alignment.

Senior Business Analyst

Compassionate Care Hospice | 2012 – 2020

- Spearheaded enterprise-wide operational efficiency initiatives across a 1,300-employee organization, successfully targeting a \$1M annual cost-reduction mandate.
- Orchestrated the restructuring of the corporate healthcare program, renegotiating carrier terms to optimize benefits and deliver significant, sustainable bottom-line savings.
- Identified critical expenditure leaks in travel workflows and led the end-to-end integration of a GPS-tracking solution with legacy EMR and ADP payroll systems to streamline mileage reimbursement.

- Product managed a regulatory-compliant physician referral application, expanding market reach while ensuring strict alignment with healthcare anti-kickback statutes.
- Facilitated a successful corporate acquisition (M&A), directing the operational reporting and due diligence documentation required by executive leadership and stakeholders.

Human Resources Manager

Compassionate Care Hospice | 2010 – 2012

- Regionalized and restructured the HR function, establishing a centralized direct-report matrix to elevate regulatory compliance and accountability across a distributed healthcare workforce.
- Overhauled the corporate workers' compensation program, designing proactive safety protocols and deploying a dedicated risk management liaison to drastically reduce organizational liability.
- Spearheaded a comprehensive digital transformation initiative, migrating legacy paper records to a secure digital infrastructure and deploying ADP to automate full-lifecycle onboarding and talent management.
- Championed multi-state labor law compliance, ensuring continuous alignment with FMLA, ADA, and FLSA mandates across a geographically distributed employee ecosystem.

Staff Writer, Arts & Entertainment

The Jerusalem Post | 2005 – 2008

- Managed the culture beat for a premier international English-language daily, delivering high-impact feature stories and critical commentary for a global readership.
- Conducted high-profile interviews with international artists, musicians, and industry leaders under tight, fast-breaking editorial deadlines.
- Synthesized complex cultural trends into engaging multi-platform content, maintaining strict journalistic standards and brand integrity.

EDUCATION

B.S., Finance | Barnard College / Yeshiva University

Full Stack Web Development Certificate | Wyncode Academy

Academic & Professional Writing | University of Chicago (The Little Red Schoolhouse)

Google Ads & Google Analytics Certified
