

DEANNA COFFEY

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OPERATIONS & DIGITAL TRANSFORMATION LEADER | PROCESS OPTIMIZATION | AUTOMATION & AI

Operations and digital transformation leader with 20+ years of experience improving business processes, systems, financial operations, inventory, compliance, and cross-functional workflows across startup and pharmaceutical distribution environments. Experienced in process improvement, workflow automation, systems implementation, operational scaling, and AI-assisted digital workflows. Skilled at translating operational challenges into practical, scalable solutions while partnering with leadership, product, development, and external stakeholders.

PROFESSIONAL EXPERIENCE

BEST AGENT TODAY | Remote 2019 - May 31, 2026

Director of Operations & Digital Transformation | 2021 - May 31, 2026

- Partnered with an AI automation specialist to develop and implement an automated Profile Builder platform that scrapes online data sources, generates structured agent profiles, and transfers validated data into internal databases, reducing manual data entry and supporting operational scalability.
- Established scalable operational systems for a startup providing digital profile and online presence solutions for real estate professionals, improving workflow consistency and efficiency.
- Led operational testing, workflow refinement, and implementation feedback during platform development, improving data accuracy, user experience, and process efficiency.
- Applied ChatGPT, Gemini, Perplexity, and Zapier to streamline research, content generation, operational workflows, and automation initiatives.
- Served as Secretary of the Board, providing operational insight and collaborating with the CEO and lead investor on strategic decisions.
- Coordinated with product development and marketing teams and managed the subscriber platform transition from V1 to V2, including staging tests and implementation feedback.
- Supported digital growth through SEO optimization, automation-assisted content workflows, and targeted digital campaigns.

BEST AGENT TODAY | Remote

Operations Manager | 2019 - 2021

- Managed branding campaigns and onboarding for new partners and staff, supporting consistent operational processes and a collaborative work environment.
- Served as a key liaison with external stakeholders, including product development contractors and marketing specialists.

H.D. SMITH | Stratham, NH 2006 - 2019

Warehouse Manager | 2012 - 2019

- Managed a third-party pharmaceutical distribution center, leading supply chain optimization, operational restructuring, inventory control, compliance, and process improvement.
- Retained a significant client base representing \$3.6M in monthly sales by developing solutions to overcome system limitations.
- Implemented inventory management software and led division-level SAP module implementation and training.
- Maintained 100% compliance with DEA, FDA, PDMA, and OSHA requirements and achieved no outstanding risk status with the insurance provider.

H.D. SMITH | Stratham, NH

Inventory Control / Returns Supervisor | 2011 - 2012

- Oversaw operational, financial, quality-control, and inventory support functions within high-volume distribution operations.
- Reengineered reverse logistics processes and implemented cycle-count procedures to improve inventory integrity and valuation accuracy.

H.D. SMITH | Stratham, NH

Inventory Control Supervisor | 2006 - 2011

- Managed a \$43M budget and negotiated with vendors to support supply chain efficiency.
- Conducted biannual physical inventories of more than 24,000 SKUs, supporting accurate stock levels and inventory control.

SKILLS & CORE COMPETENCIES

Operations & Leadership

Operations Management • Strategic Planning • Cross-Functional Leadership • Remote Team Leadership • Project Management • Startup Operations • Operational Scaling • Change Management

Process & Systems Optimization

Process Improvement & Optimization • Workflow Design • Workflow Automation • Systems Implementation • Operational Analytics • Digital Transformation

Financial & Business Operations

Accounts Payable • Payroll • Budget Management • Vendor Management • Inventory Management • Supply Chain Operations • Compliance

Automation & AI

Make • Zapier • ChatGPT • Gemini • Prompt Engineering • AI-Assisted Workflows • Webhooks • APIs / HTTP • JSON • Regex • Google Apps Script

Business Systems & Technology

QuickBooks • ADP / Gusto • Google Workspace • Google Sheets • Basecamp • Monday.com • Mailchimp • GA4 • Supabase • GitHub • HTML

CERTIFICATIONS

Prompt Engineering for ChatGPT - Vanderbilt University • Make Academy Intermediate • AI Infrastructure and Operations Fundamentals - NVIDIA • Google Data Analytics Professional Certificate - Google • Google Digital Marketing & E-commerce Certificate - Google • Intuit Bookkeeping Specialization - Intuit

EDUCATION

Bachelor of Arts, Business Management | Salem State University

Associate in Science, International Business | Bunker Hill Community College