MICHAELA LANE

PRODUCT OPERATIONS • LAUNCH COORDINATION • PROCESS IMPROVEMENT

Gilbert, Arizona | 706-392-4693 | onplanetm@gmail.com

PROFESSIONAL PROFILE

Business operations leader with hands-on experience creating and launching internal digital products to solve operational problems. Skilled in translating user needs into product workflows, coordinating launches, documenting processes, supporting adoption, and refining functionality based on operational feedback. Built two custom platforms, including Midtown Property Portal with 216 active users. Bachelor of Business Management.

CORE CAPABILITIES

Product operations • Product ownership • Launch coordination • Release and workflow documentation • Cross-functional coordination • User feedback • Process improvement • Training and onboarding • Requirements management • Low-code/no-code platforms

PROFESSIONAL EXPERIENCE

STORMBRIDGE CLAIMS SERVICES
Business Manager | Creator & Implementation Lead, StormBridge Claims Desk | Remote · Current

• Oversee business operations and contractor-facing coordination for an insurance claims support organization.

• Identified fragmented claims administration workflows and independently conceived, designed, built, and launched StormBridge Claims Desk, a platform now used in business operations.

• Translated operational requirements into claim intake, documentation, status tracking, contractor portal, internal review, notification, and management dashboard workflows.

• Defined user roles, permissions, claim lifecycle stages, and administrative processes; continue refining the platform using Lovable and Supabase.

MIDTOWN PROPERTY MANAGEMENT
Property Manager | Creator & Implementation Lead, Midtown Property Portal | Remote · Current

• Manage property communications, tenant issues, maintenance coordination, and vendor follow-up remotely.

• Identified the need for a centralized operating system and independently planned, built, and launched Midtown Property Portal, now supporting 216 active users.

• Designed workflows for property records, tenant communications, maintenance intake, work-order visibility, and service coordination.

• Use firsthand property management experience and iterative platform development to align technology with tenant and manager needs.

SELECTED DIGITAL PLATFORMS

STORMBRIDGE CLAIMS DESK — Business-led claims administration platform with claim intake, active-claim tracking, contractor access, documentation, review status, role-based workflows, notifications, and leadership visibility. Personally drove problem definition, solution design, implementation, and launch.

MIDTOWN PROPERTY PORTAL — Custom property operations portal built to centralize property information and streamline maintenance and tenant coordination. Launched into use and now supports 216 active users.

ADDITIONAL DIGITAL EXPERIENCE

Toscano Farms — equestrian program website planning and design; The Private Collector — collectibles business web presence and brand direction; Planet M — personal creative brand and digital business projects.

TECHNICAL & BUSINESS TOOLKIT

Lovable • Supabase • Low-code/no-code development • Database-backed workflow configuration • Microsoft 365 • QuickBooks • Canva • Shopify • Resend • Process mapping • Intake form design • User permissions • Workflow testing • Launch coordination

EARLIER LEADERSHIP & CUSTOMER EXPERIENCE

THE LOFT — Columbus, Georgia | Front of House Manager; Kitchen Manager responsibilities in 2019 | 2017–2022. Led front-of-house service, staff coordination, guest experience, and daily operations.

CARRABBA'S ITALIAN GRILL — Columbus, Georgia | Server → Bartender → Trainer | 2013–2019. Developed customer communication, service recovery, team coaching, and training experience.

EDUCATION

Bachelor of Business Management | Columbus State University

Target role: FranklinCovey. Prioritize product lifecycle support, launch readiness, documentation, operational coordination, and feedback-driven improvement.