

MARNELE BILLUPS

ServiceNow Application Developer (CSA, CAD) | Workflow Automation & Operational Intelligence

Key Builds: Clinical Access Request Portal / Patient Discharge Coordination Tracker / Medical Device Maintenance Tracker
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PROFILE

ServiceNow Application Developer (CSA, CAD) specializing in workflow automation, operational visibility, and enterprise application design. Hands-on experience building ServiceNow applications supporting healthcare operations, approval orchestration, escalation management, SLA governance, and cross-functional workflow coordination. Strong in Business Rules, Script Includes, UI Policies, Flow Designer, and dashboard reporting with a focus on scalable automation and operational intelligence. Known for debugging complex workflows, improving operational visibility, preventing system inefficiencies, and translating business requirements into practical ServiceNow solutions.

SELECTED SERVICENOW PROJECTS

Clinical Access Request Portal

Healthcare Access Governance & Approval Automation

- Designed workflow-driven access request portal supporting clinical application provisioning and healthcare access governance
- Automated approval routing based on department, access type, and elevated security requirements
- Implemented SLA tracking and escalation workflows to improve request visibility and reduce provisioning delays
- Built dashboards to monitor approval bottlenecks, request aging, and fulfillment status

Patient Discharge Coordination Tracker

Cross-Department Operational Workflow Management

- Developed workflow application coordinating discharge activities across nursing, pharmacy, billing, transport, and case management teams
- Automated task generation and readiness tracking to improve discharge visibility and reduce operational delays
- Implemented escalation workflows for delayed discharge activities and high-priority coordination requests
- Designed dashboards providing operational insight into discharge bottlenecks and task completion status

Medical Device Maintenance Tracker

Operational Asset & Maintenance Workflow Platform

- Built workflow application to monitor maintenance activities for healthcare devices and operational equipment
- Automated maintenance scheduling, overdue escalation tracking, and technician assignment workflows
- Developed dashboards providing visibility into device reliability, maintenance status, and downtime trends
- Improved operational accountability through maintenance governance, notifications, and preventive maintenance tracking

CORE TECHNICAL SKILLS

ServiceNow Development: Scoped Applications / Business Rules / Script Includes / Client Scripts / UI Policies / Flow Designer / Service Catalog / ACLs / Reporting & Dashboards

Technical: JavaScript / HTML / CSS / REST APIs / Integration Concepts / Data Modeling

Platform Capabilities: Workflow Automation / SLA Management / Change Governance / Debugging & Logging (gs.info) / Performance Optimization

Emerging Skills: UI Builder (working knowledge) / Workspace Experience Configuration / ServiceNow AI (foundational exposure)

PROFESSIONAL EXPERIENCE

ServiceNow Application Developer (Contract), Terabyte Analytics

Sep 2021 to Present

Menomonee Falls, WI

- Designed and delivered ServiceNow solutions focused on workflow automation, SLA tracking, and operational visibility
- Built and optimized Business Rules and Script Includes to enforce workflow logic, eliminate duplication, and stabilize system behavior
- Implemented Flow Designer processes to automate task routing, escalation, and notifications
- Diagnosed and resolved automation issues using structured logging (gs.info) and execution tracing
- Translated business requirements into scalable ServiceNow applications with real-world use case alignment
- Engineered automation logic around state-driven workflows to ensure consistent execution across task lifecycles

Creative Director / Digital Operations Lead

Jan 2010 to Sep 2025

Milwaukee, WI

- Led cross-functional teams delivering large-scale digital and operational systems
- Directed projects supporting national campaigns reaching 95%+ of U.S. audiences
- Built scalable digital workflows, improving performance, efficiency, and user engagement
- Acted as bridge between stakeholders, technical teams, and execution workflows

EDUCATION

University of Phoenix

MBA | E-Business

University of Wisconsin-Parkside

Bachelor of Arts | Graphic Design

Milwaukee School of Engineering

Website Development Certification

LICENSES & CERTIFICATIONS

ServiceNow Certified Application Developer (CAD)

ServiceNow Certified System Administrator (CSA)

ServiceNow Business Process Analyst Associate (Expected 2026)

ServiceNow Associate AI Application Developer (Expected 2026)

TECHNICAL STACK

ServiceNow Platform • JavaScript • Scoped Apps • Flow Designer • Business Rules • Script Includes • Dashboard Reporting • Glide API • REST • SOAP • IntegrationHub