



SCALING HR OPERATIONS IN EDTECH WITH AUTOMATION & AI

Implementing AI-driven, compliant, and automated HR systems—blending human-centered design with tech-enabled scalability across a remote-first, multi-jurisdictional workforce.

CASE STUDY



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TABLE OF CONTENT

TABLE OF CONTENT	1
OVERVIEW	2
CHALLENGE	3
OBJECTIVE	4
SOLUTION	5
IMPACT	6
RESULTS	7
LESSONS LEARNED	8

"By combining AI, automation, and a deep focus on employee experience, we reimaged People Operations into a strategic, scalable function—proving that tech and human connection aren't mutually exclusive, but powerful together."



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1

OVERVIEW

In response to rapid growth and operational complexity, I led the transformation of **People Operations** at an **EdTech company** by **implementing scalable, AI-powered systems and automation tools**. The result: a seamless, compliant, and human-centered HR infrastructure that supported a **remote-first, multi-jurisdictional workforce** while improving **efficiency, experience, and engagement** across the employee lifecycle.

BACKGROUND

As FEV Tutor **scaled post-acquisition**, the People team faced growing challenges: managing **HR compliance across multiple states, supporting a distributed team, and modernizing outdated manual processes**. With limited resources and an ambitious growth roadmap, the opportunity emerged to **reimagine HR as a strategic function**—one that could scale intelligently through **AI tools (like ChatGPT, Claude, and Clay)**, **automation, and no-code project platforms (Notion, Airtable, Zapier)**. My goal was to bridge the gap between tech and empathy—creating systems that were not only efficient but built to support real people, real-time.



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2

CHALLENGE

As FEV Tutor experienced rapid growth following its acquisition by a private equity firm, the **People Operations function faced a critical inflection point**. The company was **scaling across multiple U.S. states and internationally**, introducing new layers of complexity around compliance, employee experience, and operational efficiency. The People team needed to:

Standardize HR practices across multiple jurisdictions while staying compliant with evolving labor laws.

Support a fully remote, distributed workforce without sacrificing employee connection or cultural cohesion.

Modernize outdated, manual HR workflows that were overly reliant on spreadsheets, emails, and siloed systems.

Consolidate HR tech tools, including an ATS transition from Greenhouse to Paylocity, while ensuring minimal disruption.

Deliver a world-class candidate and new hire experience to attract and retain top talent in a highly competitive EdTech market.

Build systems that scale—without significantly growing headcount—by integrating smart, AI-powered solutions and automation.

On top of this, the team was tasked with **launching engagement programs, onboarding hundreds of new hires, managing payroll with 100% accuracy, and embedding a culture of continuous feedback**—all in a lean, fast-moving environment. The challenge wasn't just operational—it was strategic: **how could we future-proof our People Ops function while keeping humanity at the center?**



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3

OBJECTIVE

To **modernize and scale People Operations** in a **remote-first EdTech environment**, HR implemented a **tech-forward, compliant infrastructure that ensured:**

Compliance Across Jurisdictions

Standardized workflows and policy frameworks ensured legal alignment across all U.S. states and global contractors, reducing compliance risk and streamlining audits.

Automation of Core Processes

Leveraged no-code tools and AI to automate 75–80% of repetitive tasks in onboarding, payroll, and recruiting—freeing HR capacity for strategic initiatives.

Seamless Employee & Candidate Experience

AI-enhanced communications, feedback loops, and process visibility improved satisfaction scores, decreased onboarding time, and supported a consistent global experience.

Scalable, Human-Centered Infrastructure

Introduced modular playbooks, Slack-based resource hubs, and automated Wrike project tracking to build systems that scale while preserving a people-first approach.

This transformation positioned People Operations as a **strategic, tech-enabled function—built to scale with the business** while keeping the **employee experience at the core**.



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4

SOLUTION

Transforming HR Workflows with AI & Automation

I LED A SERIES OF HIGH-IMPACT INITIATIVES TO MODERNIZE PEOPLE OPERATIONS:

- **AI Research & Implementation:** Leveraged ChatGPT, Gemini, and Claude to draft policy templates, internal comms, and playbook content—accelerating delivery timelines by 40%. Clay was integrated to auto-enrich candidate and employee profiles, aiding faster insights and decision-making.
- **Automated Workflow Design:** Partnered with IT and Finance to optimize employee lifecycle workflows (onboarding, offboarding, payroll, benefits, performance) using Wrike automations, Slack Canvases, and Paylocity workflows.
- **System Transition:** Replaced Greenhouse with Paylocity ATS to unify HRIS and recruiting, reducing HR tech costs by 15% and enabling deeper automation across systems.
- **Compliance Standardization:** Audited and revamped policies and workflows to ensure compliance with multi-jurisdictional employment laws. Developed a U.S. employee handbook and LOA process to centralize legal consistency.
- **Data & Feedback Loops:** Built dashboards to monitor employee experience, onboarding efficacy, and TA funnel conversion. Used insights from engagement and exit surveys to inform continuous process improvements.



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5

IMPACT

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Over the course of **12 months**, this transformation delivered measurable results across **key areas of People Operations**:

HR Workflows

75%

of onboarding, payroll, and recruiting tasks automated using AI tools, Paylocity workflows, and Wrike—freeing up 20+ hours/month for strategic HR initiatives.

100%

payroll accuracy maintained post-transition, with 0 compliance errors across multi-state processing.

Process Accuracy

Onboarding Efficiency

40%

improvement in onboarding efficiency, reducing setup time and errors through Wrike automation and templated new hire experiences.

80%

reduction in HR inquiries related to manager resources and processes after launching centralized Slack Canvases and self-serve hubs.

HR Inquiries

Hiring Efficiency

30%

increase in hiring efficiency, enabled by a full TA overhaul, ATS migration, and new interview playbooks.

20%

Boost in new hire satisfaction scores within the first 90 days, as measured by onboarding surveys.

New Hire Satisfaction

Internal Mobility

35%

increase in internal mobility following implementation of job architecture, career pathing tools, and role leveling matrices.

15%

reduction in voluntary turnover, supported by improved employee experience, culture programming, and data-informed engagement strategies.

Employee Turnover



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6

RESULTS

By strategically **combining automation, AI tools, and human-centered design**, the **People Operations transformation delivered tangible**, time-bound results across every stage of the employee lifecycle. From **streamlined onboarding and enhanced compliance to improved retention and internal mobility**, each initiative contributed to a scalable, **data-driven HR foundation aligned with business growth and employee well-being**.

Scaling with Compliance & Consistency

- Achieved 100% payroll accuracy and zero compliance errors during a full People Ops takeover of payroll processing.
- Designed a multi-state compliant onboarding and offboarding program—reducing errors and transition time by 35%.
- Standardized documentation across the employee lifecycle, ensuring full legal compliance and streamlined admin work.

Operational Efficiency Through AI & No-Code Tools

- Automated 80% of onboarding and recruiting admin tasks.
- Created a centralized Manager Resource Hub in Slack, boosting manager enablement and reducing HR inquiries by 40%.
- Used generative AI to streamline internal communications and knowledgebase updates, increasing employee engagement with HR content by 25%.

Talent Strategy for a Remote-First Future

- Overhauled talent acquisition with scorecards, interview guides, and automated workflows—reducing time-to-fill by 25% and increasing candidate satisfaction by 30%.
- Partnered on designing career pathing and compensation leveling matrices, increasing transparency and internal mobility by 35%.
- Developed inclusive onboarding and culture programs (e.g. Pride, Wellness Challenges, ERGs) that improved eNPS and new hire satisfaction by over 20%.



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7

LESSONS LEARNED

- Blending **human-centered design** with **tech-driven innovation** allowed us to **scale without sacrificing** the employee experience.
- **AI tools (ChatGPT, Gemini, Claude, Clay)** were not just “nice to have” — they became **strategic accelerators** for People Ops transformation.
- **Automation, centralized documentation, and process visibility** created **long-term scalability** and **operational excellence**.

This transformation reinforced the value of blending innovation with empathy—where **technology doesn’t replace the human touch, but enhances it**. We learned that **sustainable HR scalability depends not just on the right tools**, but on **intentional design, cross-functional collaboration**, and **continuous iteration**. Most importantly, we **proved that a remote-first People Operations** function can be both highly automated and deeply human when built with clarity, care, and purpose.



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8