

Lucas J. Cooke

Partner Relations Coordinator | Account Manager | Operations & Systems Automation
Wilmington, DE | l.jcooke@icloud.com

Professional Summary

Partner Relations Coordinator and Account Manager with experience managing partner accounts, business development, outreach, sales support, client onboarding, and operational automation at RSM Diagnostics Lab. Built the laboratory website; developed account and client onboarding processes for partner practices and facilities; and continues to provide on-call advice on partner accounts and matters from the role. Earlier Systems Administrator Intern experience included Laboratory Information Management System (LIMS) administration, HIPAA and CLIA access controls, systems documentation, data management, and Google Apps Script automations for laboratory operations.

Professional Experience

Partner Relations Coordinator & Account Manager

RSM Diagnostics Lab, Wilmington, DE | May 2026 – August 2026

Reported to: Dr. Sri Venkatesh Ganeshan, MD, Chief Medical Officer & Co-Founder; Shankara Subramanian, Managing Partner & Co-Founder

Continues on-call advisory support for partner accounts and matters associated with this role, as needed.

- Served as Account Manager and primary representative for a portfolio of RSM Diagnostics Lab partner accounts; handled day-to-day relationship management, partner communication, retention, and account support.
- Led marketing, outreach, partner engagement, business development, and sales-support efforts that supported new account acquisition and existing account growth.
- Designed, built, and developed the RSM Diagnostics Lab website to support digital presence, partner outreach, marketing, and sales activity.
- Created, ran, and managed onboarding for new partner accounts, client practices, and facilities, establishing a structured process where one had been limited or absent.
- Created marketing collateral, service summaries, informative materials, and partner-facing communications for account management and prospect outreach.
- Developed and automated cold-email and outbound-calling processes to scale initial prospect outreach and qualified-response generation.
- Managed follow-up communication and account-closing activity; assisted the Chief Medical Officer in sales meetings and partner discussions.
- Built AI-assisted and Google Apps Script automations that reduced manual administrative work and supported shipping, receiving, outbound logistics, specimen coordination, and account operations.

System Administrator Intern

RSM Diagnostics Lab, Wilmington, DE | May 26, 2025 – August 1, 2025

Employment Type: Full-time, 40 hours per week | Reported to: Arul Balaji Velu, Lab Manager; Shankara Subramanian, Managing Partner & Co-Founder

- Administered and maintained the Laboratory Information Management System (LIMS).
- Performed data entry and maintained accurate patient, laboratory, and financial records.
- Managed user accounts, permissions, and system access in accordance with HIPAA and CLIA requirements, including access controls within KOLIMS.
- Assisted with the development and maintenance of IT procedures, technical documentation, and standard operating procedures (SOPs).
- Built and maintained operational spreadsheets, databases, and tracking systems.
- Supported process automation, technical projects, and internal system integrations.
- Participated in weekly team meetings and provided support for IT, administrative, and specimen collection activities as needed.

Skills

Account Management & Growth: Account Management, Partner Relations, Client Onboarding, Client Representation, Business Development, Sales Support, Account Retention, Cold Email, Outbound Calling, Advisory Consulting

Marketing & Web: Digital Marketing, Website Development, HTML, CSS, JavaScript, Marketing Collateral, Partner Communications, Outreach Strategy

Systems & Compliance: Laboratory Information Management System (LIMS), KOLIMS, HIPAA, CLIA, User Account Management, Access Control, SOPs, Technical Documentation

Automation & Data: Google Apps Script, Process Automation, AI-Assisted Automation, Spreadsheets, Databases, Data Entry, Tracking Systems, Systems Integration

Operations: Shipping, Receiving, Outbound Logistics, Specimen Coordination, Data Management, Practice and Facility Onboarding