

ANDREW CRAIG, RN, BSN

REGISTERED NURSE | HEALTHCARE PRODUCT, GROWTH & WORKFLOW OPERATOR

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SUMMARY

Registered nurse and healthcare operator with 13+ years of clinical experience and deep expertise in healthcare staffing. Experience spans direct care, nursing supervision, healthcare recruiting, product discovery, growth, content operations, user research, and hands-on prototyping.

SELECTED CAPABILITIES

- Clinical Workflow Discovery
- User Research
- Nursing Operations
- Content Operations
- Cross-Functional Leadership
- Healthcare Product Strategy
- Healthcare Staffing
- Growth Strategy
- AI-Assisted Prototyping
- Evidence-Based Decision Making

EXPERIENCE

Digital Health Director

Tallēwise · Healthcare Hiring Platform | 08/2025 – Present

Expanded from social media lead into a cross-functional product, growth, and operations role. Built working prototypes that informed product direction, led research with healthcare workers, and developed brand and multi-channel growth systems.

Registered Nurse, Occupational Health

Medcor · Waterloo, Iowa | 10/2025 – Present

Support onsite employee health and wellness efforts, assess and treat workplace injuries, and coordinate appropriate follow-up within clinical scope.

Founder

Digital Healthcare Recruiter · Denver, Iowa | 01/2025 – 08/2025

Built an AI-powered training business for healthcare recruiters, including a comprehensive program, industry newsletter, podcast, coaching, and practical tools for digital recruiting performance.

Senior Healthcare Recruiter

Lucid Staffing Solutions · Remote | 06/2023 – 12/2024

Achieved 40+ placements in six months and earned promotions to Senior Recruiter and Labor Disruption Lead. Maintained 90% candidate retention and a 4.5+/5 satisfaction rating while developing AI-assisted recruiting workflows.

Healthcare Recruiter

Ventura MedStaff · Remote | 05/2022 – 06/2023

Placed 20 travel nurses in five months, contributing \$500,000 in reported gross billings. Recognized as Top Remote Recruiter and helped mentor and train new recruiters.

Registered Nurse & Nursing Supervisor

UW Health · Madison, Wisconsin | 11/2018 – 03/2021

Provided specialty-clinic triage and later supervised a 100+ employee ambulatory float pool serving primary and specialty care clinics. Responsibilities included staffing, audits, process improvement, orientation, and onboarding.

Staff & Travel Registered Nurse

Hospitals and care settings across four states | 04/2013 – 04/2022

Delivered nursing care across medical-surgical, stepdown, trauma, transplant, rehabilitation, ambulatory specialty, skilled nursing, and assisted-living settings.

EDUCATION

Bachelor of Science in Nursing

Western Governors University | 2013 – 2015

Associate of Science in Nursing

Black Hawk Community College | 2009 – 2012

SELECTED, SOURCE-GROUNDED RESULTS

- 40+ placements in six months at Lucid Staffing Solutions; promoted twice.
- 90% candidate retention and 4.5+/5 candidate satisfaction at Lucid Staffing Solutions.
- 20 travel-nurse placements in five months and \$500,000 in reported gross billings at Ventura MedStaff.
- Founded Digital Healthcare Recruiter, which acquired its first customer roughly two weeks after launch and generated about \$15,000 in reported total revenue.