

# Mariah R. Davis

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## EDUCATION

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### Fort Lewis College. Durango, CO

December 2019

#### Bachelor of Arts, Economics

GPA: 3.57

- Data Analytics and Business Administration Minors.
- GPA: 3.57; Major GPA: 3.73
- Treasurer for John F. Reed Honors Program (2016 – 2017)
- Elected Real Food Challenge liaison officer for Fort Lewis College's WellPac Club (2017)
- Relevant Projects: Commercial bank macroeconomic market analyses, stress testing and loss forecasting; public policy case study
- College Reading & Learning Association (CRLA) Certified Level 1 Peer Educator
- Conducted and presented two undergraduate research projects and a macroeconomic variable stress test for a local bank
- Dean's List, Fall 2015, Fall 2019, Spring 2018, & Spring 2019
- LeaderShape Institute Alumna

### University of Southern Florida. Tampa, FL

Summer 2019

#### Seamaster Program

- 40 days at sea
- Logged over 600 nautical miles
- Logged 19 night sailing hours
- Skipped 2 days/ 1 overnight passage
- Courses in Basic Seamanship, Introduction to Oceanography
- Certifications Gained
  - CPR and First Aid - Emergency First Responder
  - Marine Communications (VHF-SRC) - International Yacht Training
  - International Crew Sail - International Yacht Training
  - Advanced Open Water Diver - Professional Association of Diving Instructors

### App Academy. New York, NY

December 2023

#### App Academy Prep Course

- Focus on Javascript syntax
- Variables, data types, loops, functions, and conditionals.

### Fort Lewis College. Durango, CO

January - April 2024

#### Postbaccalaureate, Computer Information Systems

- Web Development I (CSS + HTML)
  - Semantic HTML
  - Accessibility (a11y)
  - Flexbox and Grid
  - Responsive web design

## RELEVANT COURSES

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Principles of Marketing, Statistics, Intermediate Microeconomics, Intermediate Macroeconomics, Public Sector Economics, Evolution of Economic Thought, Managerial Economics, Economic Policy and Ethics, Data Mining, Readings in Economics, Rhetoric of Knowledge, Independent Study, Spreadsheet Modeling, Business Analytics, Business Decision Making, Financial Accounting, Business Law & Ethics, Intro to Data Analytics, Management Principles, Principles of Finance, Pricing Strategies, Investments/Wealth Management, Web Development I

## PROFESSIONAL EXPERIENCE

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### Marketing Analytics Specialist. Remote

April 2025 - Present

#### Elastic

- Delivers recurring insights from executive KPI dashboards to CMO and leadership, informing pipeline strategy and performance reviews
- Leads biweekly AMER lead-to-pipeline analytics syncs, driving cross-functional strategy changes, creating better trust between marketing and sales, and reducing unworked MQLs
- Acts as SME for Observability solution data; delivering ad-hoc analytics, executive slide decks, and on-call support for GTM stakeholders

- Engineers cost-efficient data pipelines across disparate sources using resourceful, low-overhead solutions that avoid increased platform consumption

**Marketing Operations Associate.** Remote

*July 2023 - April 2025*

Elastic

- Creating the first ever *Database Health Dashboard* in Tableau which will monitor multiple variables relating to the health and completeness of our marketable lead database
- Worked with manager to to refine Marketing Operations processes, find new ways to automate, and train new employees/virtual assistants on repetitive tasks and processes
- Performed a multi-team, cross functional revamp of the email metrics dashboard to ensure usability for multiple teams by implementing best design principles (CMO-level OKR)

**Senior Marketing Operations Coordinator.** Remote

*June 2022 - July 2023*

Elastic

- Owned and managed marketing operations requests for EMEA regional marketing
- Owns and manages tableau dashboard that gives multiple stakeholders insights into marketing email metrics across the organization
- Project manager for the selection and partial implementation of a digital asset management platform; BrandFolder
- Collaborator on a 3-person team for a year-long, large-scale MarTech revamp project presented to the CEO in which we conducted analysis on bad data entering primary CRM from an integration with a 3rd party event marketing software. Assets in this tool were cleaned, depreciated, redesigned, and re-implemented into a fresh instance with all new integrations, design, and functionality

**Junior Data Analyst.** Remote

*September 2021 - June 2022*

Elastic

- Increased data quality with an estimated \$32k cost savings for eliminating unused data from Marketo cloud storage
- Performed multiple ad-hoc analyses for MarTech-specific decisions such as choosing a data enrichment provider based sample data provided from multiple vendors
- Actioned data deletion requests to keep organization GDPR/CAN-SPAM compliant

**Data Analyst.** Tampa, FL

*July 2020 - June 2021*

Equinix

- Joined a small team of analysts who performed the data cleansing and analysis for all infrastructure & billing data in the \$750 million dollar acquisition of Bell Canada
- Assisted in development and performed all UAT and QA testing for a new, in-house staging application for raw acquisition data (DartStaging) created and owned by immediate manager, Vincent Scotti
- Designed, debugged, tested, performed QA, and implemented new features in the acquisition application, DartStaging
- Part of a small group of analysts responsible for all billing and infrastructure data cleansing and analysis in a \$750 million dollar acquisition of Canadian Telecommunications company, Bell Canada
- Promoted by immediate manager to agile "product owner" position
- Tasked with all UAT/QA testing for a new acquisition application, DartStaging
- Leveraged analytical thinking with cross-functional collaboration to seamlessly work with a team of developers and analysts across 6 countries and multiple time zones
- Utilized analytical and workflow tools such as Excel, SQL, and Jira on a daily basis

**Mathematics Tutor.** Lake Geneva, WI

*January 2020 - April 2020*

Tutor Doctor

- Joined a small team of analysts who performed the data cleansing and analysis for all infrastructure & billing data in the \$750 million dollar acquisition of Bell Canada
- Tutored 4th grade mathematics in fractions, multiplication, and algebraic thinking
- Created customized worksheets and lesson plans
- Adhered to common core mathematics standards
- Effective and compassionate tutoring helped a student go from limited understanding (1) to a very advanced understanding (4) as graded on the Operations and Algebraic Thinking Scale (4.OA.1) within 3 months

**Undergraduate Teaching Assistant and Tutor.** Durango, CO

*January 2019 - December 2019*

Fort Lewis College

- Supported lead instructor and facilitated open communication between students and the instructor which increased teaching efficacy
- Sought out by Dr. Deborah Walker to work under her supervision as a teaching assistant and course tutor for Principles of Macroeconomics course in the spring of 2019
- Rehired as a teaching assistant and tutor for Dr. Walker's Principles of Microeconomics course in the fall of 2019 with a subsequent pay raise
- Created reading comprehension quizzes, tutored outside of class, assisted with in-class instruction, and created/implemented course curriculum for four guest lectures

**Dorm Mom.** Durango, CO  
Colorado Timberline Academy

*January 2018 - December 2019*

- Nurtured the social, emotional, and academic needs of high school females living under my direct care
- Tutored high school students for the ACT/SAT
- Created fun weekend activity plans
- Used strong organizational and communication skills to help high school students with goal setting and productive daily schedules
- Nurtured the social, emotional, and academic needs of high school females living under my direct care
- Created a living environment that promoted personal growth and a secure sense of community

**KB Insurance Group.** Durango, CO  
Fort Lewis College

*Summer 2018*

- Used summer internship to leverage relevant economic courses which helped a small insurance company grow online presence, find untapped market potential, and become more lean
- Developed Durango branch; increased online presence, created/ distributed time-saving spreadsheets, increased database functionality, recommended and implemented a CRM system
- Revitalized over 50 dead accounts, generated new accounts, and resolved claim-related issues
- Summer internship through KB Insurance in Cortez, Colorado. Trained at the Cortez location and then set-up and managed the first Durango office.
- Responsible for setting and adhering to my own work hours
- Increased online presence and oversaw social media posts. Created and maintained a new CRM system. Created useful spreadsheets and databases to automate previously analog time-intensive tasks.
- Took phone calls, responded to emails, resolved claim-related issues, and worked as a customer service representative.
- Hired as summer intern to revitalize over 50 dead accounts, generate new accounts, and resolve claim-related issues
- Reported to owner Ken Brengle at the Cortez location on a weekly basis while working independently at the Durango location with no active supervision
- Created and implemented multiple independent projects outside of my assigned workload. These projects included: increasing an online presence and overseeing social media posts, creating & maintaining a new CRM system, and automating previously analog time-intensive tasks by creating useful spreadsheets and databases
- Ken & Koralisa Brengle were very pleased with my work and asked me to consider a full-time position with them upon graduation
- Summer internship through KB Insurance based out of Cortez, Colorado
- Set-up and managed the first Durango office
- Implemented and maintained a new CRM system
- Created useful spreadsheets and databases to automate previously analog time-intensive tasks
- Took phone calls, responded to emails, resolved claim-related issues, and worked as a customer service representative
- Offered but declined a full-time position

**Dorm Mom.** Durango, CO  
Colorado Timberline Academy

*January 2018 - December 2019*

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**Waitress and Bartender.** Durango, CO

*January 2018 - December 2019*

## Balcony Bar and Grill

- Nurtured the social, emotional, and academic needs of high school females living under my direct care
- Delivered exceptional service in a high traffic atmosphere to over 30 people at any given time
- Maintained a clean restaurant and bar area often even on very busy days
- Often picked up undesirable shifts to ensure smooth operation and consistent service
- Served alcohol and food in a state-compliant manner
- Served alleged undercover ATF agents on multiple occasions in a compliant manner
- Well-liked and frequently requested
- Aloha POS trained
- Increased lifetime value for customers by delivering personalized experience and encouraging repeated business and higher average spent per visit
- Familiar with Aloha POS and common restaurant machinery

**Bartender.** Lake Geneva, WI  
Carvetti's Grill & Tap House

*January 2018 - December 2019*

- Responsible for coming up with creative beverages to add to the menu
- Created close bonds with coworkers and bar regulars
- Obtained Responsible Beverage Server training and Certificate from LearnServe
- Completed certification of Responsible Beverage Server training by Learn2Serve
- Certified bartender in the state of Wisconsin (town of Lake Geneva)

**Dishwasher | Food Handler | Server.** Durango, CO  
Durango Mountain Camp

*January 2018 - December 2019*

- Performed basic restaurant machinery maintenance
- Prepared meats and vegetables making sure to abide by food safety standards
- Hand washed and used an industrial grade dishwasher to sterilize dishes and cookware

**Customer Service Associate.** Louisville, CO  
Walgreens

*January 2018 - December 2019*

- Performed basic restaurant machinery maintenance
- Prepared meats and vegetables making sure to abide by food safety standards
- Hand washed and used an industrial grade dishwasher to sterilize dishes and cookware

## PROFESSIONAL CERTIFICATIONS

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- Advanced Google Analytics certified
- Demandbase One Foundations certified
- Lean Six Sigma Green Belt certified
- Marketo Certified Expert
- Learn2Serve. Alcohol Server Training Certification
- Leadership Institute Alumna, LeaderShape.
- College Reading & Learning Association (CRLA) Certified Level 1 Peer Educator

## PERSONAL TECH STACK

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Marketo, Salesforce, Microsoft Office Suite (including macros/VBA and Goal-Seek/Solver), Google Cloud (including but not limited to: Workspace, BigQuery, and Google Apps Script), Javascript, HTML, CSS, Python, Tableau, Contentstack, Jeto, SplashThat, Brandfolder, R, SPSS, Palisades @Risk, Jira, GitHub, Monday.com (Automations), Litmus, ZoomInfo/Neverbounce, and Clearbit

## AWARDS AND HONORS

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- Dean's List – Fort Lewis College
  - Fall 2015, Fall 2019, Spring 2018, & Spring 2019
- Distinguished Peer Mentor – Fort Lewis College

- August 2019
- Asked to give a speech to the School of Business faculty on behalf of the department's peer mentoring program in recognition of my achievements as a peer mentor and tutor
- First Place Award in Marketing Course Simulation – Fort Lewis College April 2018
- Highest scores in financial performance, market performance, and marketing effectiveness for a semester-long marketing competition created by marketplace-simulation.com
  - The main project for Principles of Marketing class (MK350) was a semester-long marketing competition created by marketplace-simulation.com. The competition spanned all course sections with each classmate competing amongst their peers for market share of competing products. At the end of the semester, my balanced scorecard was the highest with the highest score in financial performance, market performance, and marketing effectiveness.

## VOLUNTEER EXPERIENCE

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**Ski Instructor.** Durango, CO

*November 2022 - April 2024*

Adaptive Sports Association

- Provided individualized instruction to participants with diverse physical, cognitive, and emotional needs, fostering skill development and confidence
- Adapted teaching methods and equipment to meet the unique abilities and goals of each participant, enhancing their overall experience and mobility
- Collaborated with multidisciplinary teams, including therapists and caregivers, to design and implement effective lesson plans
- Shared my passion for the outdoors with people of diverse abilities while gaining hands-on experience in understanding the psychological impact of physical activity on well-being and self-efficacy

## LANGUAGE COMPETENCIES

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- **English.** Native Proficiency
- **Spanish.** Limited Working Proficiency

## TECHNICAL SKILLS

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- **Languages:** JavaScript, Python, HTML, CSS, SQL, R, VBA
- **Frameworks/Tools:** Tableau, GitHub, Jira, Marketo, Salesforce
- **Cloud/Platforms:** Google Cloud Platform (BigQuery, Apps Script), Elasticsearch, APIs
- **Specialized Skills:** Data cleansing, process automation, database optimization, data visualizations

## MISCELLANEOUS

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**Personal Finance Blog Contributor.** Remote

*May 2020 - Present*

The Humble Dollar

- Paid ongoing contributor to The Humble Dollar
- The Humble Dollar is a blog dedicated to personal finance and financial literacy. Blog posts can be found at [www.thehumbledollar.com](http://www.thehumbledollar.com) and filtered to author: Mariah Davis

**Coauthor of Market Analysis.** Remote

*December 2020 - May 2020*

Park National Bank

- Coauthored a macroeconomic market analysis for Park National Bank
- Asked by former professor, Dr. Wade Litt, to coauthor a research paper on the market positioning for a small retail bank headquartered in Ohio as an ad-hoc project from his former boss, David L. Trautman, the CEO of Park National Corporation