

Mariah R. Davis

970.376.7287 • mariahrosedavis@gmail.com • [linkedin.com/in/mariahrosedavis](https://www.linkedin.com/in/mariahrosedavis) • St. Petersburg, FL

EDUCATION

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)
- Dean's List, Fall 2015, Fall 2019, Spring 2018, & Spring 2019

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)
 - Responsive web design

PROFESSIONAL EXPERIENCE

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
- Monitors marketing system KPIs in Tableau and Slack to detect anomalies; regularly flags critical issues such as a recent ACV input error that would've resulted in significant Q4 pipeline misreporting to CEO
- Leads biweekly AMER lead-to-pipeline analytics syncs, driving cross-functional strategy changes, creating better trust between marketing and sales, and reducing unworked MQLs by 200% QoQ
- 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

June 2023 - April 2025

Elastic

- Built Tableau-based Database Health Dashboard to monitor lead quality and completeness across key enrichment, attribution, and compliance metrics
- Streamlined ops workflows, automated repetitive tasks, and trained new hires and VAs on scalable marketing processes
- Built automated lead capture and enrichment workflows for tricky paid media platforms such as Reddit Ads
- Designed and coded an internal Early Warning System to flag anomalies and send daily Slack alerts with marketing operations metrics such as website form fills, API errors, email sends, and record creation, using thresholds to support proactive response to outages, human errors, unauthorized access, and process non-compliance. Built supporting dashboards to monitor trends and cyclical variances for senior reporting

Senior Marketing Operations Coordinator. Remote

June 2022 - June 2023

Elastic

- Owned and managed marketing operations requests for EMEA regional marketing
- Designed and implemented Email Metrics Tableau Dashboard which gives senior leadership and regional stakeholders insights into marketing email metrics across the organization
- Project manager for the selection and implementation of a digital asset management platform; BrandFolder
- Co-led a year-long MarTech overhaul presented to the CEO, analyzing CRM data quality issues caused by a flawed third-party event integration. Migrated to a new instance with rebuilt assets, redesigned architecture, and implemented tracking for clean, reliable data flows

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

- Part of a very small team responsible for all data cleansing and analysis for the \$750M acquisition of Bell Canada
- Conducted UAT & QA testing for DartStaging, an in-house acquisition data tool designed and built by our team
- Designed, debugged, and implemented new features in DartStaging
- Promoted to agile product owner for DartStaging, (still being used for all subsequent acquisition data)

PROFESSIONAL CERTIFICATIONS

- Marketo Certified Expert (Re-certified July 2025)
- Advanced Google Analytics certified
- Demandbase One Foundations certified
- Lean Six Sigma Green Belt certified
- Wilderness First Responder

PERSONAL TECH STACK

Marketo, Salesforce, Microsoft Office Suite (including macros/VBA and Goal-Seek/Solver), Google Cloud/ Cloud Console (including but not limited to: Workspace, BigQuery, Kubernetes 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