

Mariah R. Davis

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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)
 - Flexbox and Grid
 - Responsive web design

PROFESSIONAL EXPERIENCE

Marketing Operations Associate. Remote

July 2023 - Present

Elastic

- Project owner for paid media reporting aggregation tool selection, implementation, monitoring and analysis
- Identified data gaps and proposed a solution which resulted in the company's first ever *Database Health Dashboard*. Database Health Dashboard is the result of large-scale data ETL and aggregation which is then visualized in Tableau in order to monitor multiple variables relating to the health, accuracy, and completeness of our marketable and non-marketable lead database
- Worked with manager 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
- Owned, designed, and managed the Tableau dashboard that gives stakeholders and company executives 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

Marketing 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 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

- Assisted in development and performed all UAT and QA testing for an in-house acquisition data staging application (DartStaging)
- Promoted by immediate manager to technical program manager position for DartStaging subteam
- Leveraged analytical thinking with cross-functional collaboration to seamlessly work with a team of developers and analysts across 6 countries and multiple time zones

PROFESSIONAL CERTIFICATIONS

- Advanced Google Analytics certified
- Demandbase One Foundations certified
- Lean Six Sigma Green Belt certified
- Marketo Certified Expert
- LeaderShape Institute Alumna

PERSONAL TECH STACK

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