

# 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

## RELEVANT COURSES

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

**Marketing Operations Associate.** Remote

July 2023 - Present

Elastic

- Designed, created database cluster, and implemented the first ever **Database Health Dashboard** in Tableau which monitors multiple variables relating to the health and completeness of the marketable lead database based on a variety of disparate metrics
- Worked with manager to refine Marketing Operations processes, find new ways to automate, and train new employees/virtual assistants on repetitive tasks and processes
- Designed and implemented multiple paid media automations and integrations including Reddit ads form capture to support paid media goals
- Designed and coded an automation (**Early Warning System**) to send the number of daily form fills, API errors and usage, emails sent, records created, and other relevant system metrics in a daily slack message with corresponding ranges/thresholds for proactive responses to system outages, unauthorized access, or non-compliance with internal marketing processes.

**Senior Marketing Operations Coordinator.** Remote

June 2022 - July 2023

Elastic

- Owned and managed marketing operations requests for EMEA regional marketing
- Designed and implemented **Email Metrics Tableau Dashboard** which gives multiple stakeholders insights into marketing email metrics across the organization
- Project manager for the selection and 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  
Equinix

*July 2020 - June 2021*

- Led data cleansing and analysis for a **\$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.

## PROFESSIONAL CERTIFICATIONS

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