

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, John F. Reed Honors Program (2016 – 2017)
- Conducted two undergraduate research projects, including a macroeconomic stress test for a local bank, analyzing key variables impacting loan performance under economic uncertainty
- Dean's List (4 semesters)

App Academy. New York, NY

December 2023

Prep Course, Software Development

- Focus: JavaScript fundamentals, including variables, data types, loops, functions, conditionals, and debugging techniques

Fort Lewis College. Durango, CO

January - April 2024

Post Baccalaureate Coursework, Computer Information Systems

- Web Development I: Built responsive web pages with semantic HTML, CSS (Flexbox/Grid), and a11y standards; focused on creating user-friendly, accessible designs

TECHNICAL SKILLS

- **Languages:** JavaScript, Python (pandas & NumPy), 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

PROFESSIONAL EXPERIENCE

Marketing Operations Associate. Remote

July 2023 - Present

Elastic

- **Database Health Dashboard:** Designed and implemented a Tableau dashboard with advanced SQL queries to monitor data quality across key variables, driving improvements in segmentation and record enrichment.
- **Email Metrics Dashboard:** Redesigned and project-managed a Tableau-based performance dashboard, allowing senior leadership to track KPIs like delivery, open, and click rates; refined email marketing strategies based on actionable insights.
- Developed a Record Health Scoring Algorithm, combining over 10 custom criteria (e.g., disqualification flags, enrichment status, and activity levels) to evaluate lead quality at scale.
- Automated key marketing workflows by building data pipelines and leveraging API integrations, reducing manual processes by 40%.

Senior Marketing Operations Coordinator. Remote

June 2022 - July 2023

Elastic

- Spearheaded data quality improvements as part of a MarTech revamp; diagnosed CRM integration issues and redesigned workflows to enhance platform scalability and reliability.
- Managed the end-to-end implementation of BrandFolder, a digital asset management platform, streamlining asset organization and collaboration across teams.
- Collaborated cross-functionally to develop automated reporting processes for marketing campaign performance, enhancing visibility into regional KPIs.

Junior Data Analyst. Remote

September 2021 - June 2022

Elastic

- Analyzed and cleaned large datasets, achieving \$32K in cost savings by eliminating redundant data from Marketo cloud storage.
- Assisted in evaluating data enrichment vendors by analyzing sample data, contributing to the selection of optimal solutions.
- Ensured GDPR/CAN-SPAM compliance by executing ad-hoc data deletion requests and conducting regular audits.

- Played a pivotal role in the \$750M acquisition of Bell Canada, leading data cleansing, transformation, and integration efforts for all billing and infrastructure data
- Designed, tested, and implemented features in DartStaging, an in-house application for acquisition data, improving processing efficiency and reducing errors by 15%.
- Promoted to Agile Product Owner, collaborating with engineers and analysts across 6+ countries to deliver scalable data workflows.
- Partnered with engineering teams to improve data workflows and implement scalable solutions using R and SQL.

RELEVANT PROJECTS

Database Health Scoring Algorithm

- Developed a Record Health Scoring Algorithm in SQL, combining over 10 custom criteria (e.g., disqualification flags, enrichment status, and activity levels) to evaluate lead quality at scale. Visualized results in Tableau for improved database management and marketing segmentation.

Email Marketing Intelligence Dashboard Overhaul

- Overhauled Elastic's legacy Email Marketing Tableau dashboard, migrating to a more optimized structure with BigQuery, improving load times by 50% and adding dynamic filtering capabilities for deeper insights.

Responsive Web Design Portfolio

- Developed responsive web pages with semantic HTML and CSS, focusing on accessibility (WCAG standards) and cross-browser compatibility (Revamped personal website release anticipated February 2025)

PROFESSIONAL CERTIFICATIONS

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

PERSONAL TECH STACK

Marketo, Salesforce, Microsoft Office Suite (including macros 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

VOLUNTEER EXPERIENCE

Ski Instructor. Durango, CO
Adaptive Sports Association

November 2022 - April 2024

- Provided individualized instruction to participants with diverse physical and cognitive needs, fostering confidence and skill development.
- Designed lesson plans in collaboration with therapists and caregivers, tailoring activities to participant goals.