

Malia Latimer, MBA

Data Analyst

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Professional Experience

Geotherm USA, LLC, Katy, TX 77494

July 2024 - Present

Data Analyst

- Reduced data errors by 85% by conducting comprehensive reviews and quality control.
- Utilized Egnyte to analyze market and geographic data, providing insights that improved client engagement.
- Generated data visualization reports using Excel ensuring and generated thermal resistivity data reports using word and producing 90% accuracy in final presentations to stakeholders.
- Forecasted trends based on client needs and geographic factors using predictive analytics, enhancing strategic decision-making.

Houston Corporate Housing, Houston, TX 77057

August 2023 - June 2024

Quality Assurance/Operations Analyst

- Conducted quality assurance inspections, increasing client satisfaction by 65%.
- Managed over 5000 reservations per month, using Excel and Salesforce for data tracking and operational planning.
- Utilized Adobe Analytics to track and analyze marketing performance, optimizing campaigns and improving effectiveness by 40%.

Accenture, Remote

Data Engineer

Dec 2021- August 2023

- Designed and optimized data architectures, improving system performance, reliability, and scalability by 60%
- Implement and manage ETL/ELT processes, integrating data from various sources into centralized systems.
- Collaborated with data scientists and analysts to ensure accurate data interpretation and actionable insights.
- Troubleshoot and resolved data pipeline issues, enhancing efficiency and reducing downtime by 75%.

Affinity Partners, San Antonio, TX 78258

Dec 2020- Dec 2021

Marketing Analyst

- Analyzed marketing campaign data using SQL, driving an 80% increase in customer acquisition.
- Applied predictive analytics to forecast market trends, resulting in an improvement in targeting strategies.
- Collaborated with teams to synchronize data across departments, reducing data discrepancies by 65%.
Created comprehensive dashboards using Tableau, improving campaign performance visibility for stakeholders.

Education

Master of Business Administration in Finance

University of St. Thomas - Houston, TX

Bachelor of Business Administration in General Business

University of St. Thomas - Houston, TX

Bachelor of Science in Computer Science

Vanderbilt University - Nashville, TN

Skills

Adobe Analytics | AI Tools | Data Analytics & Data Visualization | Excel | Google Analytics
| Microsoft Office Suite | SQL | Salesforce | Tableau |