Malia Latimer

Phone: 254-290-8930 | Email: latimem@stthom.edu |LinkedIn| Tableau Portfolio | Data Analyst Portfolio |

Education

University of Houston, Houston, TX
Master of Science in Business Analytics

University of St. Thomas, Houston, TX
Bachelor of Business Administration/ Master of Business Administration

Professional Certificates & Licenses

Foundations: Data, Data, Everywhere: - Coursera
Introduction to Business Analytics: - LinkedIn Learning

Work Experience

Geotherm USA, LLC, Cypress, TX 77433   June 2024 - Present

Data Analyst

- Reduced data-entry errors by 20% by conducting comprehensive reviews of lab worksheets.
- Utilized Egnyte to analyze market and geographic data, providing insights that improved client engagement.
- Generated visual data reports using Excel and Word, ensuring 100% accuracy in final presentations.
- 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

Operations Analyst

- Streamlined daily processes, aligning service standards with client needs to improve overall productivity.
- Conducted quality inspections that resulted in a 45% improvement in client satisfaction.
- Increased operational efficiency through the implementation of new maintenance tracking systems.

- Managed over 100 reservations per month, using Excel to track and update data for operational planning.

Accenture, Remote

Data Analyst Intern   Dec 2021- August 2023

- Cleaned and analyzed over 10,000 data rows using SQL and Excel, resulting in a 30% increase in data accuracy for decision-making.
- Conducted data analysis using SQL, Python, and Excel to identify trends, patterns, and insights that supported business decision-making.
- Created dashboards in Tableau that reduced reporting time, enhancing team efficiency.
- Collaborated with cross-functional teams to develop SQL queries, identifying key business trends and improving project outcomes.
- Developed procedures for data management, improving analysis efficiency by 20%.

Affinity Partners, San Antonio, TX 78258   Dec 2020- Dec 2021

Marketing Analyst Intern

- Analyzed marketing campaign data using SQL, driving a 20% increase in customer acquisition.
- Applied predictive analytics to forecast market trends, resulting in an improvement in targeting strategies.
- Collaborated with teams via Zoom to synchronize data across departments, reducing data discrepancies by 15%.
- Created comprehensive dashboards using Tableau, improving campaign performance visibility for stakeholders.

Skills
- AI Tools
- Data Analytics & Data Visualization
- Egnyte
- Excel
- Microsoft Office Suite, SQL, Tableau