

**Malia Latimer, MBA**

**Data Analyst**

Houston, TX | 254-290-8930 | latimem@stthom.edu |LinkedIn|

**Professional Experience**

**Geotherm USA, LLC, Cypress, TX 77433**

July 2024 - Present

***Data Analyst***

- Reduced data 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***

- Conducted quality assurance inspections that resulted in a 60% improvement in client satisfaction.
- Increased operational efficiency through the implementation of Salesforce and new maintenance tracking systems, leading to enhanced team coordination.
- Managed over 1000 reservations per month, using Excel and Salesforce to track and update data for operational planning.
- Utilized Adobe Analytics to track and analyze marketing performance, improving campaign effectiveness by 30%.

**Accenture, Remote**

***Salesforce 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 ad-hoc data analysis using SQL, Python, Excel, and Salesforce to identify trends, patterns, and insights that supported business decision-making.
- Created dashboards in Tableau that reduced reporting time, enhancing team efficiency.

**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.

**The SyBBURE Searle Undergraduate Research Program, Nashville, TN, 37011**

May 2018- Dec 2020

***Research Analyst***

- Conducted data analyses that improved experimental efficiency by 25%, resulting in streamlined research workflows and reduced project timelines.
- Analyzed datasets, identifying patterns that led to a 20% improvement in predictive model accuracy, resulting in actionable insights for ongoing projects.
- Prepared and presented research findings, increasing understanding of key concepts among stakeholders by 40%, resulting in informed decision-making.

**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 |