

Malia Latimer, MBA

Data Analyst

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

Professional Experience

Geotherm USA, LLC, Katy, TX 77494

July 2024 - Present

Data Analyst

- Reduced data errors by 20% 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 and Word, ensuring 100% 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

Operations Analyst Manager

- Conducted quality assurance inspections, increasing client satisfaction by 65%.
- Managed over 1000 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 30%.

Accenture, Remote

Data Engineer

Dec 2021- August 2023

- Designed and optimized data architectures,improving performance, reliability, and scalability.
- 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 resolve data pipeline issues, enhancing overall efficiency.

Affinity Partners, San Antonio, TX 78258

Dec 2020- Dec 2021

Marketing Intelligence Lead

- 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 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 improving experimental efficiency by 25% and streamlining research workflows.
- Analyzed datasets, identifying patterns in large datasets, increasing predictive model accuracy by 20%.
- Prepared and presented research findings, increasing understanding of key concepts among stakeholders by 40%.

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 |