

# Maleah Mariano

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## Experience

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### **Lily AI; Mountain View, CA**

*Senior Merchandise Analyst*

July 2018 – January 2020

- Created algorithms based on shopping history to personalize a shopper's online experience
- Analyzed correlation between consumer online behavior and emotions to guide AI reasoning
- Formulated guidelines for data collection to help engineering teams build training and test data sets to assist machine learning
- Conducted routine testing on target audiences to ensure AI performance & identify opportunities to improve
- Boosted accuracy in largest category from 30% to 90% within a 1-month time span
- Implemented new algorithm derived from research & testing to solve for functional gaps
- Managed development of design and procedures for daily, weekly, & monthly metrics
- Presented product performances and findings to leadership and cross-functional teams
- Assisted with creating website search filters based on user needs and trends
- Assessed quality and accuracy of images used to train machine

### **H&M; Santa Clara, CA**

*Sales Advisor*

December 2015 – July 2018

- Maintained constant presence in a 27,000 square foot sales floor to prevent theft as well as assist customers
- Initiated conversation with browsing customers to gather details about buying preferences
- Handled monetary duties such as customer purchases, opening, & closing register counts
- Assisted with stocking, replenishing, and organizing inventory

### **The Braven Accelerator; San Jose, CA**

*Fellow and Ambassador*

August 2017 – March 2018

- Selected out of hundreds of applicants to be a member based on leadership ability & potential
- Developed skills critical to success in the 21<sup>st</sup> century workforce such as effective communications, team building, interpersonal & intercultural communications, and problem solving
- Utilized the opportunity to attend the program off campus at LinkedIn
- Pitched Braven to hundreds of students weekly at San Jose State University through classroom presentations, meetings, & tabling and recruited 20 new members

### **Pop Up Tea; San Jose, CA**

*Social Media Manager*

November 2015 - April 2016

- Built company's following on all social media platforms, such as Instagram, Yelp, and Facebook, resulting in 1000 new followers total within a 2-month time span
- Brainstormed and marketed promotions and sales to further increase audience interest
- Resolved all customer complaints daily

## Education

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### **De Anza Community College; Cupertino, CA**

**Associate of Arts: Communications** (4.0 major GPA)

Summer 2012 - Spring 2016

## Projects

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### **Braven's Storytelling as Leadership Event**

*Speaker*

February 2018

- Selected out of 200 post-accelerator fellows to share experiences of self-discovery and leadership
- Spoke in front of an audience of 200+ people which included students, mentors, program leaders, and faculty

### **Braven's Capstone Challenge**

*Lead Oral Presenter*

November 2017 – December 2017

- Collaborated with a team of 8 over the span of 4 weeks
- Created problem statement given by Salesforce to scale Trailhead for Students program
- Participated in empathy based research to gain insight into the root of the problem
- Tested out multiple prototypes to improve our solution