

# ELIZABETH DAVIS

New York, NY | 919-798-7224 | [ead9500@stern.nyu.edu](mailto:ead9500@stern.nyu.edu) | <https://www.linkedin.com/in/thelizabethd/> | [elizabethdavis.rocks](https://elizabethdavis.rocks)

## EXPERIENCE

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**BECTON, DICKINSON AND COMPANY** (*Multinational medical technology company*) New York, NY  
**MBA Strategic Foresight Consultant** Fall 2023

- Led market research in med-tech space to inform two marketing initiatives leveraging Generative AI and Augmented Reality (AR) that would boost Gen Z engagement and purchase intent; pitched to VP of Digital Marketing and Commercial Data

**WORLD WILDLIFE FUND** (*World's leading conservation organization*) New York, NY  
**MBA Marketing Strategist** Fall 2023

- Implemented dual-aspect Key Performance Indicator (KPI) system to evaluate articles citing WWF case studies, prioritizing them based on frequency of WWF mentions and likelihood of publisher ranking in search engine result pages (SERPs)

**METHODS+MASTERY** (*Subsidiary of Omnicom Group Inc*) New York, NY  
**Social Analyst** 2022 – 2023  
**Analyst** 2021 – 2022

- Served as Android brand account lead, producing monthly, quarterly, and ad-hoc whitepapers providing data-backed content marketing strategy guidance for client stakeholders and executives to inform future digital marketing initiatives
- Crafted and executed social listening strategy that shaped Android's market positioning on messaging apps, producing actionable insights that contributed to 200% increase in key performance indicators for multi-million dollar campaign
- Developed marketing plan and branding strategies for Google for Developer's female influencer program; implementation drove 260% increase in reach and 60% increase in social mentions about 2022 Women's History Month campaign

**KETCHUM** (*Subsidiary of Omnicom Group Inc*) New York, NY  
**Analyst** 2021 – 2021

- Devised onsite SEO strategies and recommendations for Libby's Vegetables' website by analyzing meta descriptions, URLs, top-performing keywords, and competitors' websites; recommendations increased website visitation by 150%
- Partnered with Google's internal marketing team to develop messaging and press briefing materials for Google Pixel 5a (5G) launch in United States and Japan, resulting in 150 headline stories from 114 priority media outlets during first 48 hours

**METHODS+MASTERY** (*Subsidiary of Omnicom Group Inc*) New York, NY  
**Social Analytics Apprentice** 2020 – 2021

- Coordinated communication across offices in United Kingdom and United States to facilitate development of newly launched internal newsletter translating Gen-Z trends into conversational English; achieved average open rate of 84%
- Worked with team to publish three on-brand in-feed and story posts per month for M+M's Instagram and LinkedIn accounts

**THE RAVE AGENCY** (*The #1 creative agency for the audiovisual industry*) New York, NY  
**Social Media Research Coordinator** 2018 – 2020

- Conceptualized and produced on-trend TikTok video featuring CEO that achieved viral status, amassing 485.4K views and 82.8K likes during first week of publishing, significantly boosting brand recognition
- Spearheaded go-to-market brand strategy for virtual event platform, generating over \$500K of revenue during first year

## EDUCATION

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**NEW YORK UNIVERSITY, Leonard N. Stern School of Business** New York, NY  
**Master of Business Administration, Tech MBA Program (STEM Certified, Generative AI Emphasis)**  
*Specializations in Marketing, Management of Technology and Operations, and Tech Product Management*

- Work-Study: Teaching Fellow (NYC Consulting Capstone) and Tech MBA Graduate Ambassador
- VP of Conferences: Graduate Marketing Association
- Member: Stern Management & Strategy Club, Stern Women in Business, and Stern Technology Association

**UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL** Chapel Hill, NC  
**Bachelor of Arts in Psychology and Public Relations**

- Honors: Dean's list for eight consecutive semesters and graduated with distinction

## TECHNICAL SKILLS AND ADDITIONAL INFORMATION

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- Awards: 2023 AMEC (International Association for Measurement and Evaluation of Communication) Rising Star
  - Tools: Python, SQL, HTML, CSS, ZenHub (Agile), Tableau, Talkwalker, Brandwatch, NewsWhip, SPSS, Excel, Crimson Hexagon, Sprinklr, Signal, YouGov, GWI, Moz, Pi Datametrics, Google Analytics, SimilarWeb, Cision, TVEyes, and Tagger
  - Interests: Plants (own 50+ plants), Volleyball (won two championships), and Gaming (play Nintendo Switch, Xbox, and PS5)