

Mariah F. Henry
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EDUCATION

University of Nebraska-Lincoln, Lincoln, Nebraska May 2025
Bachelor of Science in Business Administration
Activities: Big Red Investment Club
 Startups UNL
 Pi Beta Phi Member

Universita Degli Studi Di Siena, Siena, Italy Spring 2023
Business and Economics of Italian Food and Wine

EXPERIENCE

Janet Diane, Remote, *Affiliate Marketing Associate*, <https://janetdiane.shop/> Sept 2025 – Present

- Partnered with Amazon, Pinterest, and KitchenAid to promote lifestyle and home products, achieving a 257% ROI through data-driven affiliate campaigns.
- Expanded affiliate network by 17 new partners in four months, increasing brand visibility and revenue through targeted outreach.
- Used data to refine campaign strategies, boosting conversion rates by 4% in 60 days.

Clear Channel Outdoor, Houston, Texas, *Account Executive* June 2025 - Present

- Executed targeted marketing campaigns across 2,000+ Houston billboards, optimizing placements to reach key demographics and increase client numbers.
- Attended weekly networking events to expand my professional network and generate new business opportunities, contributing to increased revenue.
- Negotiated contracts and pricing with clients and vendors, ensuring mutually beneficial agreements that maximized profitability and client satisfaction.

AARP, Lincoln, Nebraska, *Community Outreach Intern* November 2024 - June 2025

- Developed marketing strategy for a video series that ranks among the Facebook posts within the AARP organization, driving an average of 560,000 state and local webpage visits.
- Assisted with synthesizing research, strategic frameworks, and audience data to develop concise, evidence-based one-pagers for lawmakers, making Nebraska the first state to pass bill LB609.
- Built relationships with internal teams, policymakers, and external partners to expand outreach and volunteer initiatives, exercising discretion with sensitive legislative and policy matters.

Villa Bellezza Winery and Vineyards, Pepin, Wisconsin May 2023 - August 2024
Marketing Assistant

- Designed a Fourth of July marketing campaign, driving a 10% increase in sales and boosting social media engagement by 150%.
- Identified market trends and assisted with the coordination of the Great River Road Wine Trail event to boost visibility for all wineries within the area.
- Reestablished the company's Instagram and Facebook presence through strategic planning and targeted ads, gaining 500+ new followers and an increase in audience engagement.

- Front of House Manager

May 2024 - August 2024
- Led a team of ten sales associates in problem-solving and providing resolutions in service, operations, and scheduling to maintain rapport with clients and the community, achieving \$25,000 weekly in sales.
 - Collaborated with cross-functional managers to develop and implement initiatives aligning with business goals and driving success.
 - Maintained high standards of food quality and customer service by regularly evaluating dishes, creating a welcoming environment for customers, and engaging in meaningful conversation.

Skills and Certifications	
Google Analytics Certification	September 2024
HubSpot Content Marketing Certificate	November 2024